

GOSHEN

A M E R I C A ' S F I N E S T

Outdoor
FURNITURE

Home Play
EQUIPMENT

Blue Ribbon
LADDERS

THE GOSHEN MANUFACTURING COMPANY

GOSHEN, INDIANA, U.S.A.

SALES OFFICES
NEW YORK CITY
CHICAGO
SAN FRANCISCO
ATLANTA

The Goshen Line

INCORPORATED
1891



LADDERS · LAWN & PORCH FURNITURE
ROK-O-LIDERS · GLIDING SETTEES

HOMEYARD PLAY EQUIPMENT
LAWN SWINGS · TOYS

January 1, 1951
Goshen's 60th Year

Dear Friend and Customer:

I am happy to greet you again as a good and loyal friend, one whose patronage has made, and will continue to make, it possible for Goshen to be recognized the leader in the fields it serves; to present for your consideration, and subsequent purchase — America's Finest Outdoor Furniture, Home Play Equipment and Ladders & Ladder Products.

We of Goshen still believe that quality products do not just happen; rather they are a result of careful attention and emphasis to every fundamental detail — careful selection of the finest of materials, originality of design, superb craftsmanship, alertness to dealer and consumer demand. That's why every Goshen creation wears a certain "air of contentment", the feeling of pride in fine products — from Goshen, to you, for your customers.

As you "shop Goshen" in the pages following, you'll find some things old, many things new; but especially pleasing is the first-time inclusion of a few of the more popular models of the famous BLUE RIBBON Ladders — an established name among dealers, among customers who are accustomed to the finest. May I suggest you "think fast" and make plans now to include BLUE RIBBONS in your expanding sales program — for 1951, and for years to come.

The coming year may bring many trials and tribulations to us who are "in business." Come what may, Goshen will be doing its part where most needed, where our efforts can be best directed. In the meantime, I shall deem it a personal favor to hear from you, to be of service. Good luck, good sales with "Good Goods from Goshen".

Sincerely,

[Signature]
President.

RMR:jm



OUR
60th
YEAR

EVERY LIBRARY
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Goshen

OUTDOOR FURNITURE



There's sheer magic in the 1951 offering of GOSHEN Outdoor Furniture. You'll thrill to the beauty of master creations, both old and new, headed by the sparkling new Rok-O-Glider — new in design, new in construction features, yet old in all its attributes of comfort and sales appeal. You'll see gorgeous new color combinations of vibrant, summery hues. You'll enjoy the relaxing comfort of Goshen-aire construction and design. You'll sense the strength and durability deliberately built-in each exclusive model. But best of all, you'll profit by the experience of thousands of enthusiastic dealers who feature GOSHEN — America's Finest for out-in-the-open living.



YOUR EXTRA SALESMAN!

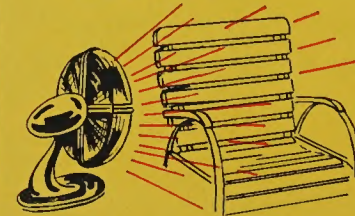
Again in 1951, every GOSHEN Product will carry the new "Feature Folder," a novel sales aid that portrays — clearly, dramatically — why Goshen stands out as the finest in outdoor furniture. Display it, use it as a quick, sound guide to successful selling — you'll gain by the concise sales-story this "extra salesman" tells.

It's Beautiful! It's Comfortable!
Goshen's beauty secret . . . classic grace of line, pleasing symmetry and proportion, cloaked in rich, vibrant harmony hues.
Lazy relaxation through posture-perfect contours — dreamy complacency through s-m-o-o-t-h, rhythmic rocking-gliding . . . sheer, serene comfort.



THIS . . . IS Goshen..
It's Exclusive!
It's Goshen-AIRE!

Each model a creation — born of a heritage to inspire the new, the different . . . tempered to the tastes of those accustomed to the finest.
Open-slat, form-fitting construction "breeze-conditions" as wood repels torrid sun-rays . . . delightfully cooling, refreshing.



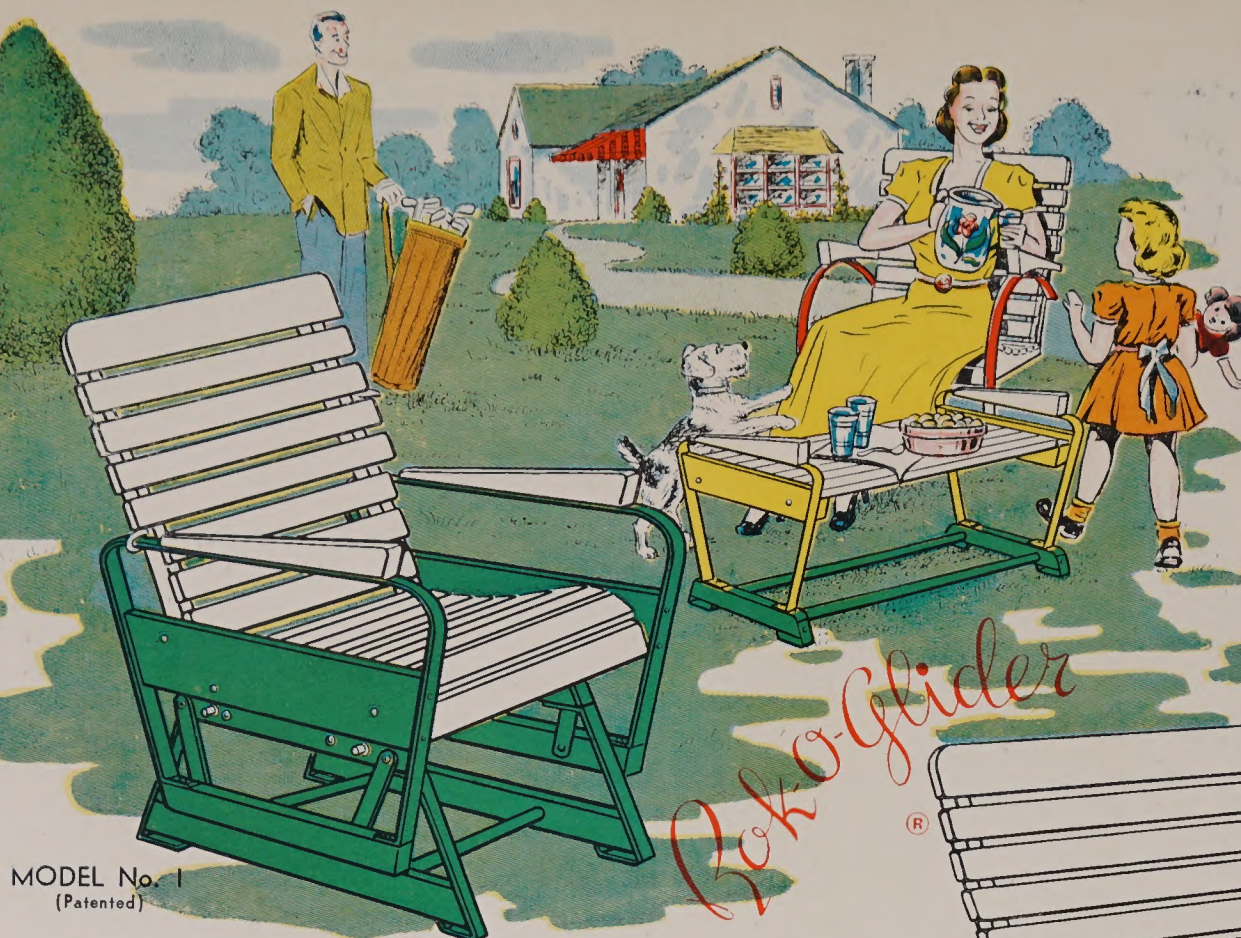
Goshen
PRODUCTS CAN TAKE IT!

WEATHER-RESISTING ENAMEL

GOSHEN special-type finishes give years of durable service. Enamels, of exclusive formulation, guarantee the maximum in weather-resisting protection. Available in attractively-packaged containers, for retouching or refinishing.



OUTDOOR FURNITURE



MODEL No. 1
(Patented)

SOLO

Comfortable as a club chair, enticing as an old-fashioned rocker, the captivating Solo model of the always-popular Rok-O-Glider is an "experience" for the seeker of individual relaxation.

SPECIFICATIONS

Ground Space, 28" x 22"; Width of Seat, 20"; Depth of Seat, 18"; Height of Seat, 16"; Height of Back, 21"; Shipping Weight 45 lbs.

DUO

Companionable and graceful, delightful to live with, the beautiful Duo model of the famous Rok-O-Glider has an air of waiting comfort, a hospitable invitation for the twosome to "come sit awhile."

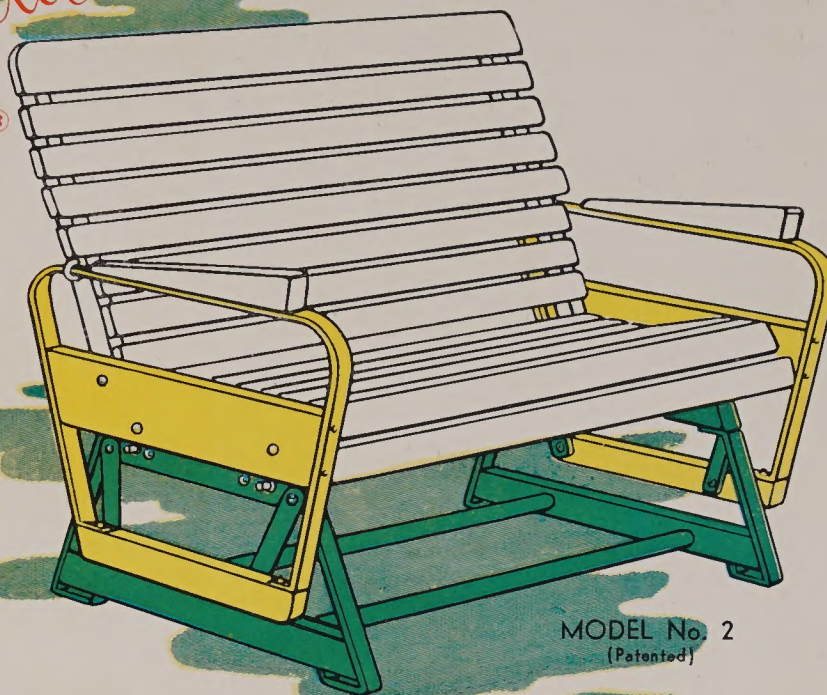
SPECIFICATIONS

Ground Space, 28" x 42"; Width of Seat, 40"; Depth of Seat, 18"; Height of Seat, 16"; Height of Back, 21"; Shipping Weight 60 lbs.

Here's news, big news for 1951! It's the new Rok-O-Glider—latest in the long and continuous parade of GOSHEN originals. From the pen of one of America's leading designers comes the delightful new lines of contemporary grace; from the drafting-board of Goshen engineers comes the stronger, more-lasting steel "feet" of the new base construction.

Retaining all the exclusive features that have made Rok-O-Gliders America's favorite line of ensembled outdoor furniture—the soothing motion of the rocking-gliding action (patented); the sumptuous comfort of the form-fit seats and backs, "breeze-conditioned" through exclusive Goshen-aire construction; the beauty of rich, glistening hues of weather-resistant enamels — the Rok-O-Glider for 1951, as in years past, is unsurpassed in loveliness, in comfort, in dependability as Goshen once again creates the new, the better for greater consumer acceptance.

Rok-O-Glider®



MODEL No. 2
(Patented)

TRIO

Charming to see, inviting in its roomy, posture-right seating, the gracious dignity of the *Trio* model welcomes the group as it gathers 'round for full enjoyment of living out-in-the-open. Here is the "company" piece of the famous Rok-O-Gliders, the basic starter of personalized ensembles, blending in overall GOSHEN Outdoor Furniture pieces—they're "all one family" for every family!

SPECIFICATIONS

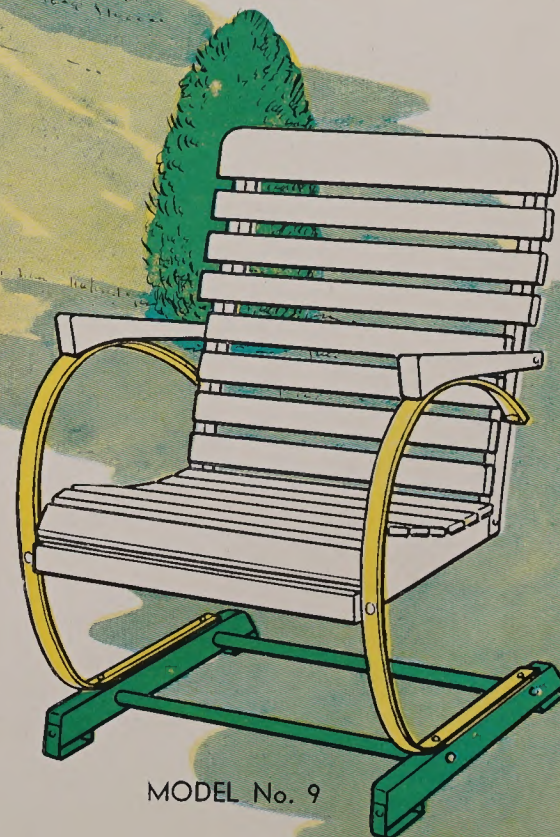
Ground Space, 28"x57"; Width of Seat, 54"; Depth of Seat, 18"; Height of Seat, 16"; Height of Back, 21"; Shipping Wgt., 70 lbs.

CHAIR

Matching in design and construction improvements of the new Rok-O-Gliders, the Rok-O-Chair for 1951 has everything! Beauty, quality, dependability, sales appeal—for sure; but its greatest attribute is the luxurious comfort of this GOSHEN exclusive model. There's sheer serenity in the cushioned pliancy of the super-safe steel springs in the just-so form-fit of the Goshen-aire seats and backs. Alone, or in matching groups with other GOSHEN models, the Rok-O-Chair spells value—it's an investment in long-time satisfaction.

TABLE

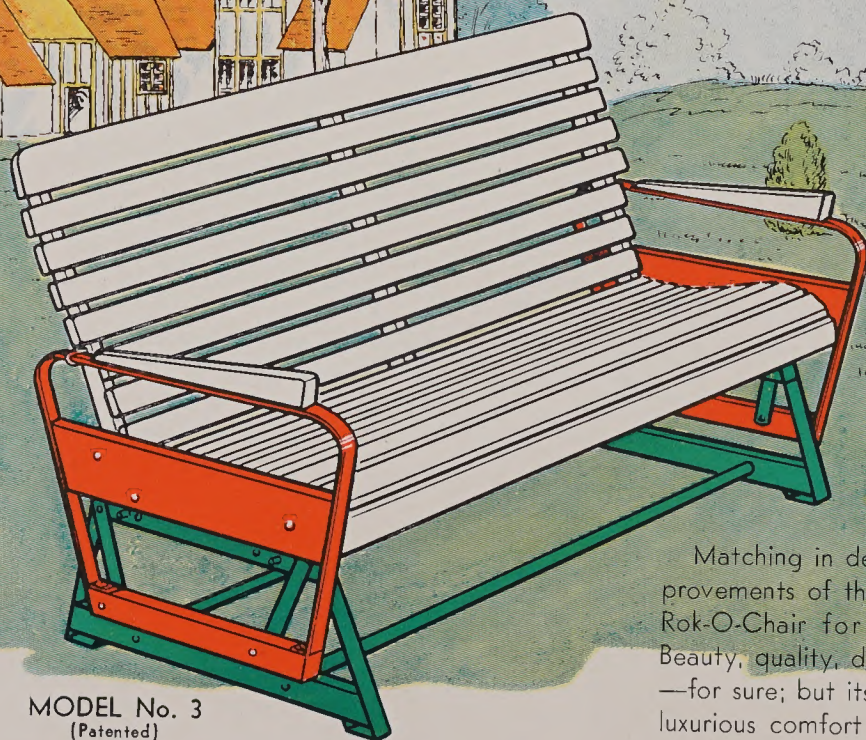
All new, too, is the Rok-O-Table—in line, in construction features of the 1951 Rok-O-Gliders; a more spacious top at today's lower coffee-table height. Once a part of the grouping, it grows indispensable as the outdoor living room becomes a mecca of cordiality and comfort.



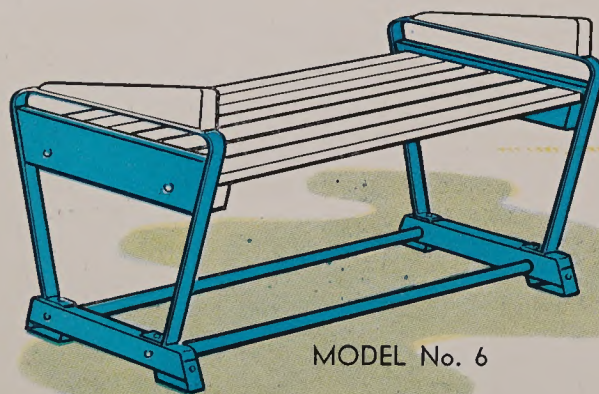
MODEL No. 9

SPECIFICATIONS

Ground Space, 22" x 27"; Width of Seat 20"; Depth of Seat, 18"; Height of Seat, 15"; Height of Back, 21"; Shipping Weight, 30 lbs.



MODEL No. 3
(Patented)



MODEL No. 6

SPECIFICATIONS

Size of Top, 16" x 30"; Height of Table, 13"; Height overall, 16"; Shipping Weight, 20 lbs.

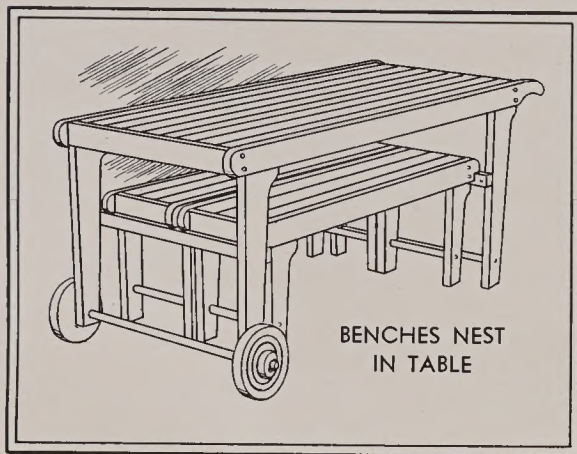
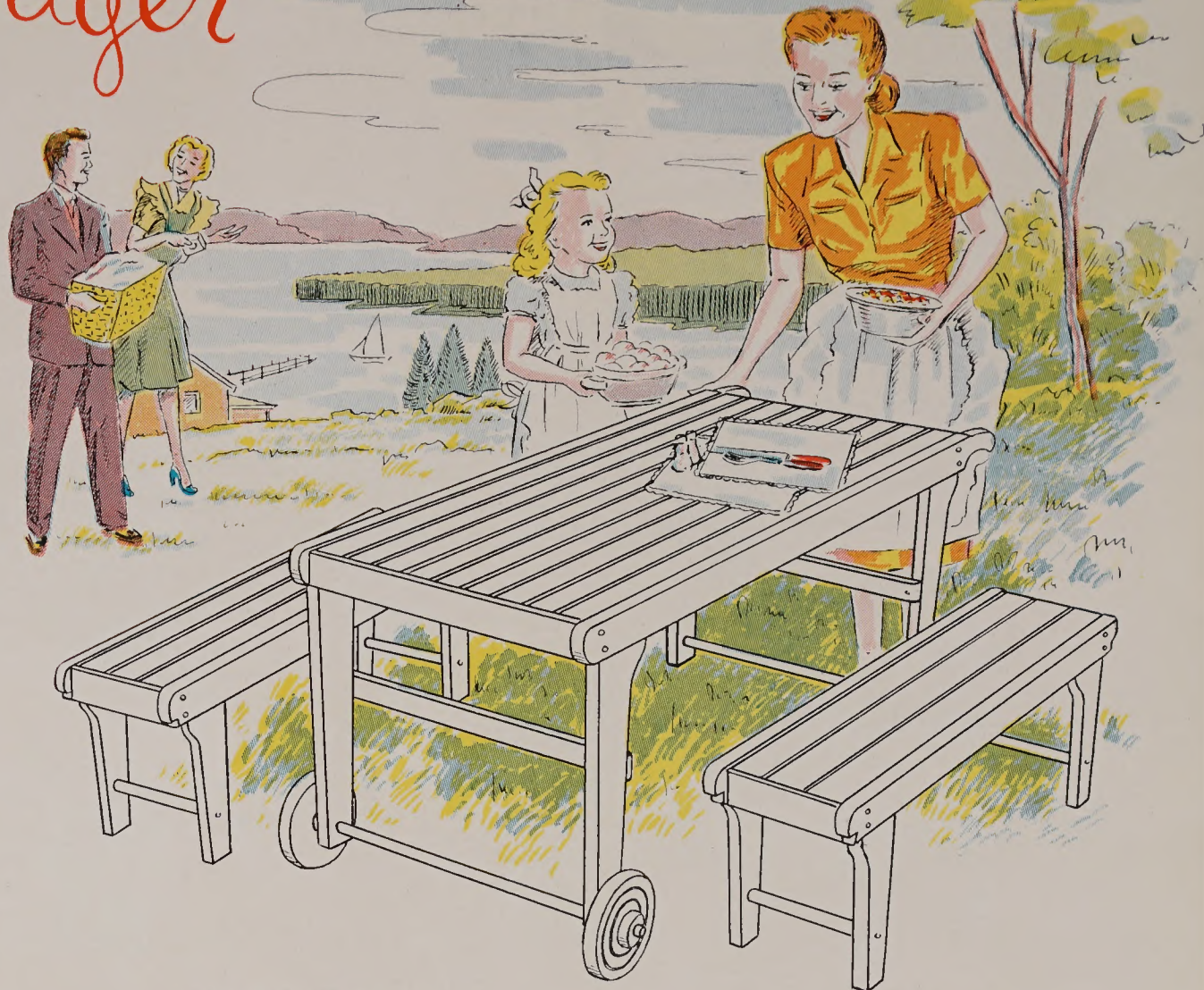
OUTDOOR FURNITURE

THE Sun-Dodger®

Introduced last season, the Sun-Dodger Picnic Set won instant acclaim as the greatest innovation of all time for fuller enjoyment of out-in-the-open living — another "great" in the long and continuous parade of GOSHEN original creations.

You'll be enthusiastic too, just as we are, when you see this sophisticated style-master in its graceful ready-for-action design. The nested unit (below) is wheeled about by feather-light touch to wherever it's most pleasant, most private. Then out come the benches and lo — there's room galore for six hungry folks.

Gone are the days of an immovable picnic table, "tied" to a spot that's sunny or smoky; gone are those awkward acrobatics to "get in and sit" in a table-and-bench-together unit — the Sun-Dodger brings, in the modern mode, a new concept for casual living outdoors.

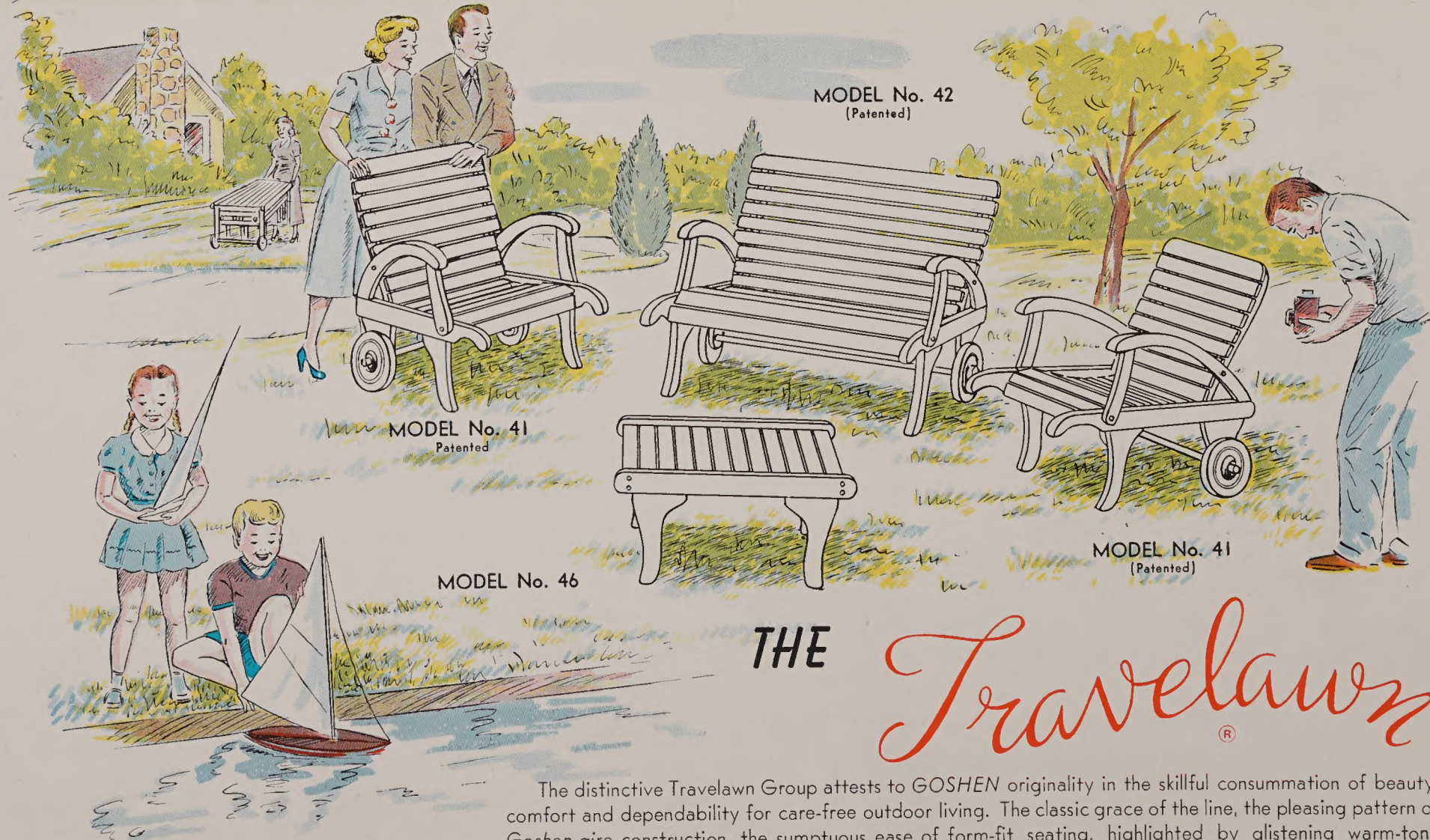


BENCHES NEST
IN TABLE

SPECIFICATIONS

Size of Table, 28" x 60"; Height of Table, 28"; Size of Bench, 12" x 48"; Height of Bench, 16½"; Shipping Weight, 80 lbs.

MODEL No. 27
(Patented)



SPECIFICATIONS

The Chair

Ground Space, 36" x 28"; Width of Seat, 19"; Depth of Seat, 18"; Height of Seat, 16"; Height of Back, 22"; Shipping Weight, 25 lbs.

The Seat

Ground Space, 36" x 46"; Width of Seat, 37"; Depth of Seat, 18"; Height of Seat, 16"; Height of Back, 22"; Shipping Weight, 40 lbs.

The Table

Size of Top, 22" x 28"; Height, 15"; Shipping Weight, 20 lbs.

THE

Travelawn®

The distinctive Travelawn Group attests to GOSHEN originality in the skillful consummation of beauty, comfort and dependability for care-free outdoor living. The classic grace of the line, the pleasing pattern of Goshen-aire construction, the sumptuous ease of form-fit seating, highlighted by glistening warm-tone whites, bestow the final touches of perfection to the rugged sturdiness of this GOSHEN original.

There's the Chair for one, the Seat for two — easily movable without exertion — and the spacious Table that "triples" as a bench or ottoman. Singly or in groupings, the Travelawn is unsurpassed for loveliness.

To make outdoor living more complete, the outdoor setting more beautiful, Goshen deliberately designed the new Sun-Dodger to blend-in with the Travelawn Group. Picture the yard or patio with this eye-pleasing combination for every outdoor need — eating, drinking, lounging—truly, a sight to behold! Reproduce this display on your floor for selling the Sun-Dodger and Travelawn Group together.

OUTDOOR FURNITURE



MODEL No. 10 SETTEE & No. 18 CANOPY
(Patented)

Goshen-Glide[®] SETTEE

The sweeping curve of the strikingly beautiful canopy in its daring new design complements the smooth-flowing lines of the Settee; the wide stripes and Algerian-type spearheads lend an air of distinction to make this popular accessory the exceptional rather than the ordinary. It's protection glorified!

The Goshen-Glide Settee and Canopy — another *GOSHEN original* — continues to stand out as the outdoor furniture show-piece of the century. Sales-wise dealers and discriminating consumers watch Goshen, the pace-setter, whose products are first, year after year, for quality, for originality, for exclusive features.

"Smooth as silk" is a very natural description of the beautiful simplicity, the velvet-soft action of the Goshen-Glide Settee. The graceful lines blend with the rhythmic gliding motion for a sensation that's like drifting along with the breeze — there's nothing like it anywhere.

It's big and roomy — in wide, form-fitting seats and backs; it's restful and comfortable — gliding to and fro at the slightest tip-toe pressure to the highly-perfected mechanism; and it's chic and colorful — as Goshen brings new beauty of color to the joys of outdoor living, new eye and sales appeal to the program of successful selling.

SPECIFICATIONS

The Settee

Ground Space, 38" x 84"; Width of Seat, 36"; Depth of Seat, 18"; Height of Seat, 16"; Height of Floorboard, 6"; Height of Back, 20"; Shipping Weight, 170 lbs.

The Canopy

Size Overall, 40" x 82"; Shipping Weight, 15 lbs.



Goshen Junior FURNITURE



MODEL No. 131
(Patented)

MODEL No. 136

Rok-O-Glider[®] JR.

These fascinating, action-packed miniatures are complete in every detail, exact in every particular, with every comfort and safety feature of their adult counterparts—plus a distinctive, juvenile styling all their own.

The "small fry" love to imitate Mom and Dad with a group that's all their own. Parents acclaim the "growing-up manners" children gain by bringing them into the family group—it's good training and fun too. Dealers recognize this decidedly-new idea of merchandising—individual pieces of these captivating vest-pocket creations, beautiful, distinctive *Junior* groupings, alone, or in combination with adult ensembles. It's a typical GOSHEN one-two-three punch!

MODEL
No. 132
(Patented)



SPECIFICATIONS

The Solo, Jr.

Ground Space, 19" x 16"; Width of Seat, 14"; Depth of Seat, 12"; Height of Seat, 11"; Height of Back, 14"; Shipping Weight, 13 lbs.

The Duo, Jr.

Ground Space, 19" x 26"; Width of Seat, 24"; Depth of Seat, 12"; Height of Seat, 11"; Height of Back, 14"; Shipping Weight, 15 lbs.

The Table, Jr.

Size of Top, 10" x 18"; Height of Table, 11"; Height overall, 12"; Shipping Weight, 7 lbs.

Goshen-Glide[®] SETTEE JR.

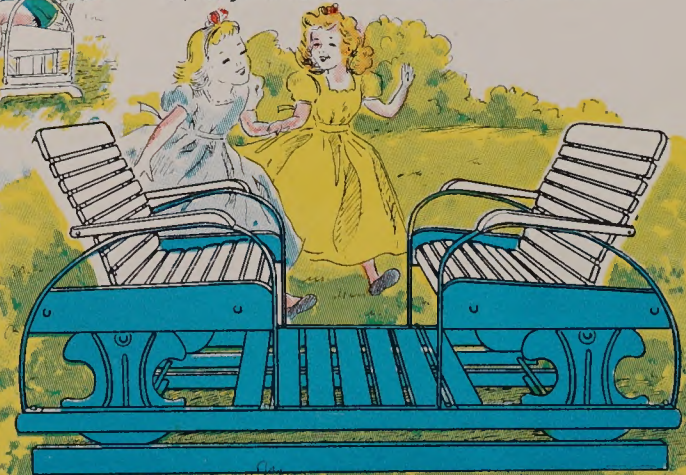
The Goshen-Glide Settee Jr. is a masterpiece in miniature — an exact duplicate of its big, magnificent sire, scaled to fit the kiddies. Children at play need "space," the Settee Jr. has it — there's plenty of room for four little tykes in the form-fitting seats and backs of sturdy *Goshen-aire* construction. "Action" too is an integral part of growing up, the Settee Jr. has it—the cradle-rhythm glide fascinates the two-year-old, the "big shot" of six or eight as well. And what child doesn't react to the pride of possession, the responsibility of ownership that comes with something fine, a treasure like Mom's and Dad's, all its own?

Alone, or as a "foundation" piece for fun-charming groups with the Rok-O-Glider Jr., the Settee Jr. is sales dynamite — ask the host of GOSHEN dealers whose sales are "proof of the pudding"!

SPECIFICATIONS

The Settee, Jr.

Ground Space, 26" x 54"; Width of Seat, 24"; Depth of Seat, 12"; Height of Seat from floor, 11"; Height of Floorboard, 4"; Height of Back, 13"; Shipping Weight, 55 lbs.



MODEL No. 110
(Patented)

OUTDOOR FURNITURE

Zephyr SWING

SPECIFICATIONS

The Swing

Ground Space, 5' 8" x 7' 8"; Height, 7'; Width of Seat, 33"; Depth of Seat, 16"; Height of Back, 22"; Shipping Weight, 115 lbs.

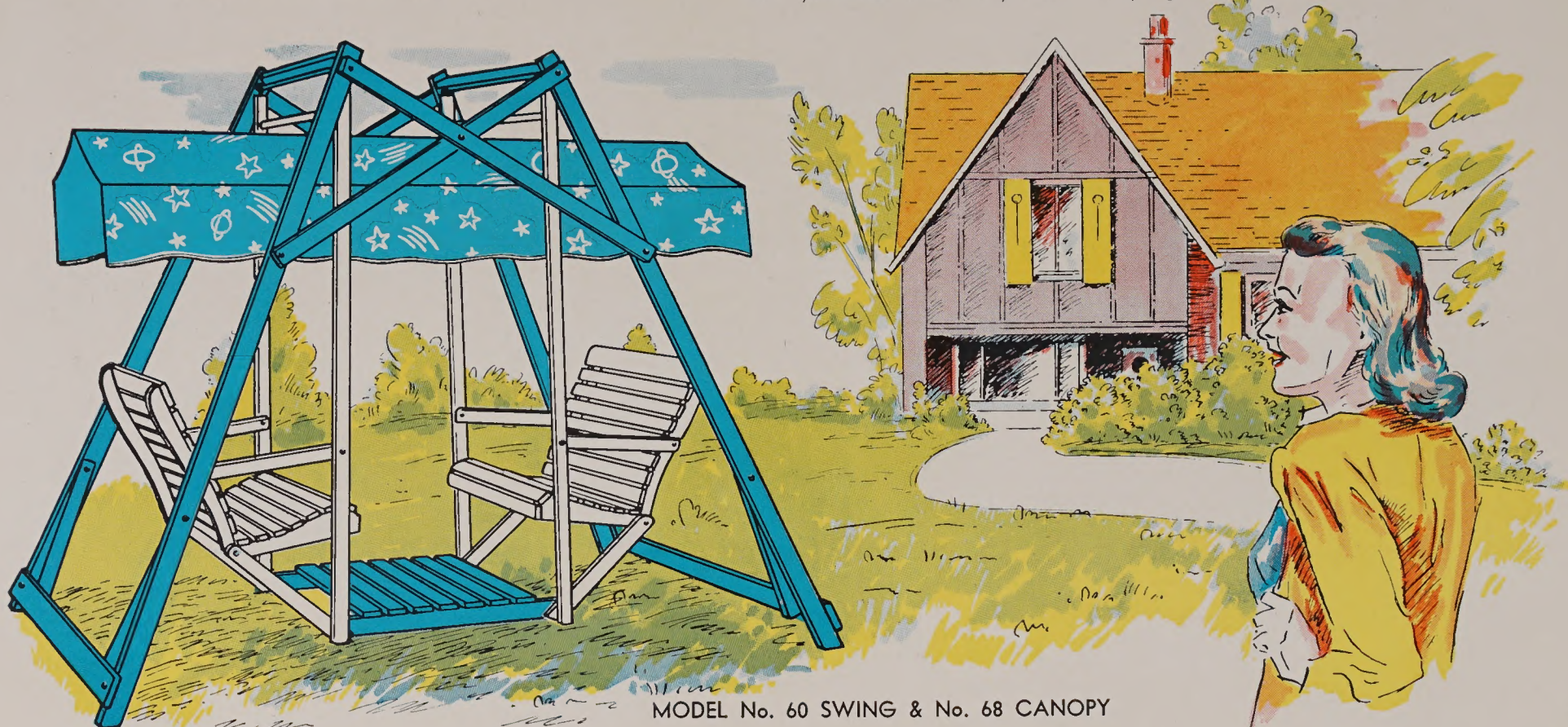
The Canopy

Size overall, 34" x 82"; Shipping Weight, 10 lbs.

First introduced in 1949, the Zephyr Lawn Swing continues to win popular acclaim as the most beautiful, comfortable and serviceable in GOSHEN's colorful parade of swing creations. And, that means on the market — for Goshen has long been recognized as the leader in lawn swings, in fine outdoor furniture everywhere.

You, too, will like the quiet restfulness of the Zephyr Swing as, true to its name, it's softly gentle, airy mild in action. You'll sigh with utter contentment as you swing in the aerated form-fitting seats and backs. You'll acclaim the consumer appeal of this *GOSHEN exclusive*, modern styling applied to that ageless urge, native to us all — "let's swing!"

The distinctive *GOSHEN* "Field of Stars" Canopy, in matching harmony with the rich, vibrant colors of the Zephyr Swing, completes the comfort and Beauty potential of this universal favorite. Show the Swing and Canopy as a unit, you'll sell it that way too — they "go together"!



MODEL No. 60 SWING & No. 68 CANOPY

Mercury

SWING

With the successful return of the dazzling Zephyr Lawn Swing to the outdoor market two years ago came the accompanying demand for a companion model built without sacrifice of quality to fit within the limitations of the middle-sized purse. Only Goshen dared to accept this challenge, only Goshen could; for nowhere in the world, except at Goshen, can be found the accumulated experience, the more than half-century's "know how" in the creation of lawn swing values.

And so Goshen makes it — the new Mercury Lawn Swing — economical in price, yet traditionally full of quality, comfort, stamina and eye appeal. Smooth in motion, comfortable in its form-fit seating, in pleasing colors of weather-resisting enamels, the Mercury Lawn Swing is proof positive that quality and price can both be had. To pay less and get the same is impossible, to pay more is unnecessary — that's sound, old-fashioned cracker-barrel philosophy rather than planned economy.

For 1951, you'll want the Mercury Lawn Swing (and the attractive, vari-colored canopy too) on your sales floor along with other GOSHEN Outdoor Furniture pieces. Goshen-made, Goshen-guaranteed for complete consumer, as well as dealer, satisfaction, you'll find selling the Mercury Lawn Swing is like swinging in it—so simple, so pleasant, so satisfying.



SPECIFICATIONS

The Swing

Ground Space, 5' x 7'; Height, 7'; Width of Seat, 30"; Depth of Seat, 15"; Height of Back, 23"; Shipping Weight, 85 lbs.

The Canopy

Size overall, 32" x 82"; Shipping Weight, 10 lbs.



MODEL No. 70 SWING & No. 78 CANOPY

OUTDOOR FURNITURE

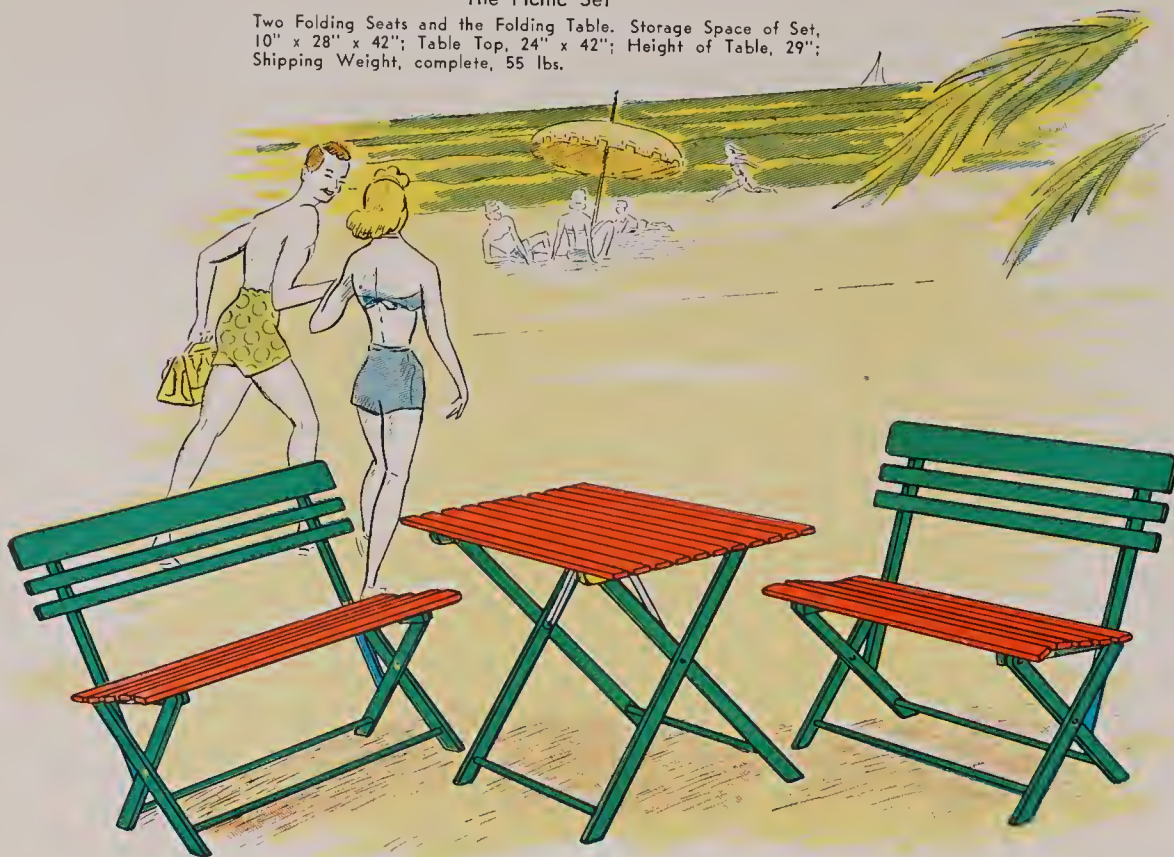
THE Folding PICNIC SET

At home or "abroad," the new Folding Picnic Set is designed to bring more of the joys of out-in-the-open living to more people. At home — leave it out in the yard, the weather-resisting enamels, of summery color combinations, protect it; brought into the house, it folds compactly for little-space storage. On the move, with the Folding Set in the car, the beach, roadside or secluded glen becomes a private picnic grounds.

SPECIFICATIONS

The Picnic Set

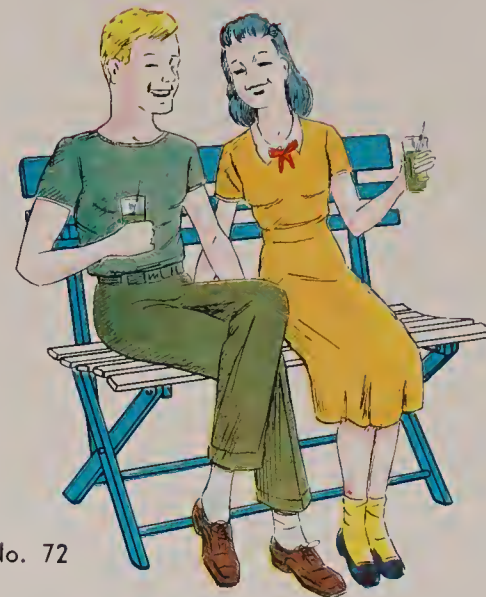
Two Folding Seats and the Folding Table. Storage Space of Set, 10" x 28" x 42"; Table Top, 24" x 42"; Height of Table, 29"; Shipping Weight, complete, 55 lbs.



MODEL No. 77

Light in weight, compact in size, yet ample in strength and durability, The Folding Picnic Set is so economical in price, so downright usable that every family (twosome or four) is a potential owner, be they home folks, apartment dwellers or just plain week-end travellers. Get your share of this wide-open market by featuring this new GOSHEN Folding Set.

THE Folding SEAT



MODEL No. 72

Goshen dealers everywhere have sold thousands of these popular Folding Lawn Seats. Climax your 1951 outdoor furniture selling season with a successful promotion on this proven traffic item.

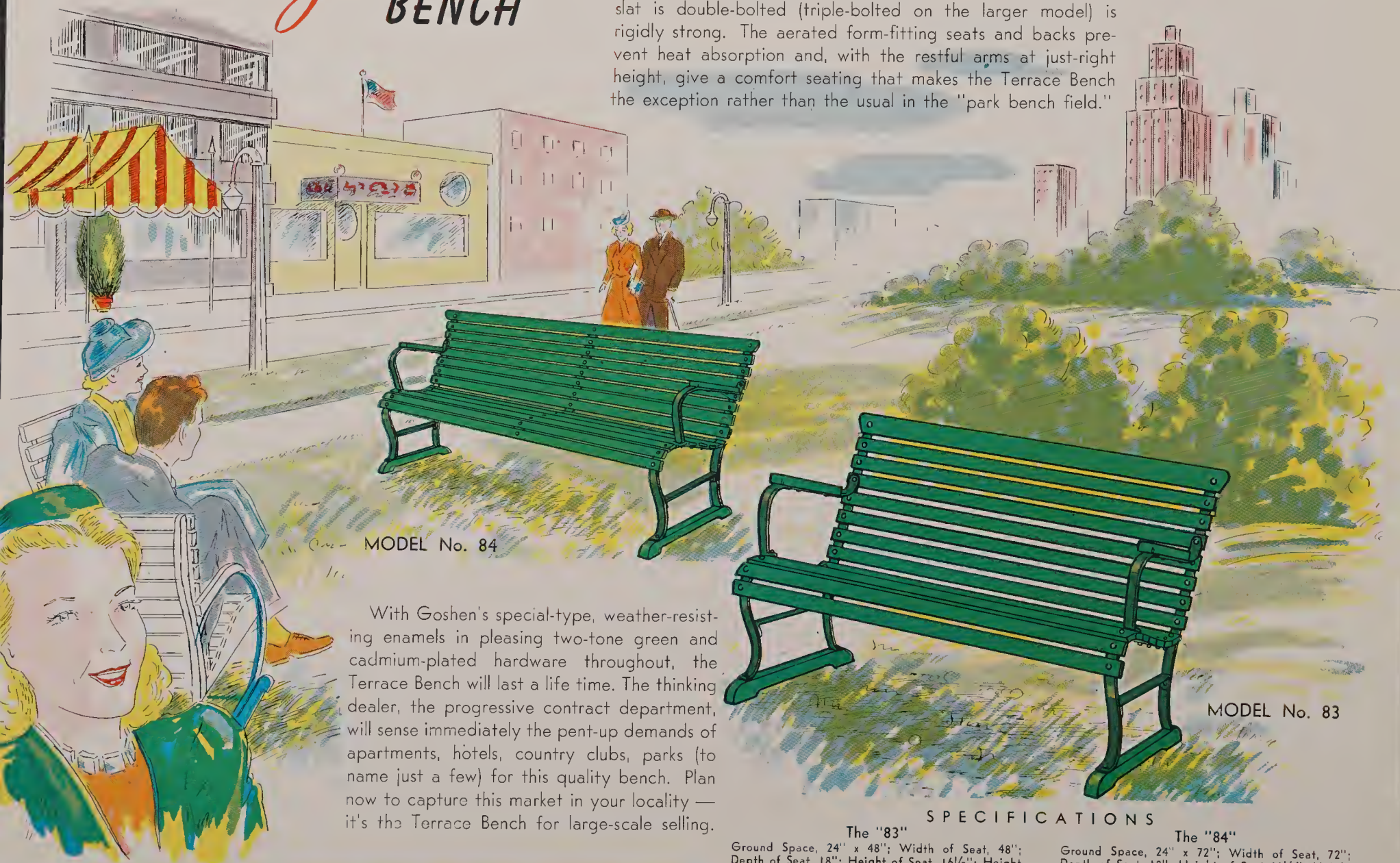
SPECIFICATIONS

The Seat

Ground Space, 18" x 42"; Storage Space, 6" x 18" x 42"; Width of Seat, 42"; Depth of Seat, 14"; Height of Seat, 17"; Height of Back, 18"; Shipping Weight, two to the carton, 35 lbs.

Terrace BENCH

And still another favorite — the GOSHEN Terrace Bench, rightly styled and engineered in every up-to-the-minute particular. The heavy steel frame to which every clear, seasoned wood slat is double-bolted (triple-bolted on the larger model) is rigidly strong. The aerated form-fitting seats and backs prevent heat absorption and, with the restful arms at just-right height, give a comfort seating that makes the Terrace Bench the exception rather than the usual in the "park bench field."



MODEL No. 84

With Goshen's special-type, weather-resisting enamels in pleasing two-tone green and cadmium-plated hardware throughout, the Terrace Bench will last a life time. The thinking dealer, the progressive contract department, will sense immediately the pent-up demands of apartments, hotels, country clubs, parks (to name just a few) for this quality bench. Plan now to capture this market in your locality — it's the Terrace Bench for large-scale selling.

MODEL No. 83

SPECIFICATIONS

The "83"

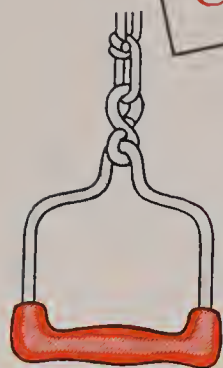
Ground Space, 24" x 48"; Width of Seat, 48"; Depth of Seat, 18"; Height of Seat, 16 1/2"; Height of Back, 22"; Shipping Weight, 50 lbs.

The "84"

Ground Space, 24" x 72"; Width of Seat, 72"; Depth of Seat, 18"; Height of Seat 16 1/2"; Height of Back, 22"; Shipping Weight, 65 lbs.

Merriply

HOME PLAY Equipment



VULCAN-GRIP FLYING RINGS

MERRIPLAY Vulcan-Grip Flying Rings feature soft-molded rubber grips, shaped to fit the kiddies' hands, vulcanized on heavy, galvanized steel rings for safer, lifetime use — a MERRIPLAY exclusive!

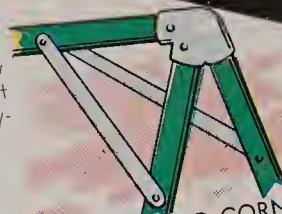
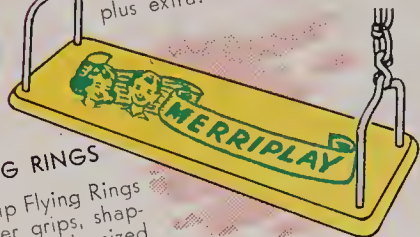


SAFETY BOTTOM BOARDS

MERRIPLAY retains bottom boards on all gyms — for greater safety, for better anchorage. Naturally they cost pennies more, but isn't it a small premium to pay for positive safety assurance?

NON-TILT SWING SEATS

MERRIPLAY Safety Swing Seats are full-shaped — they're "round" all the way "round" — with heavy seat-clevises of exclusive non-tilt design. Another Goshen safety-plus extra!

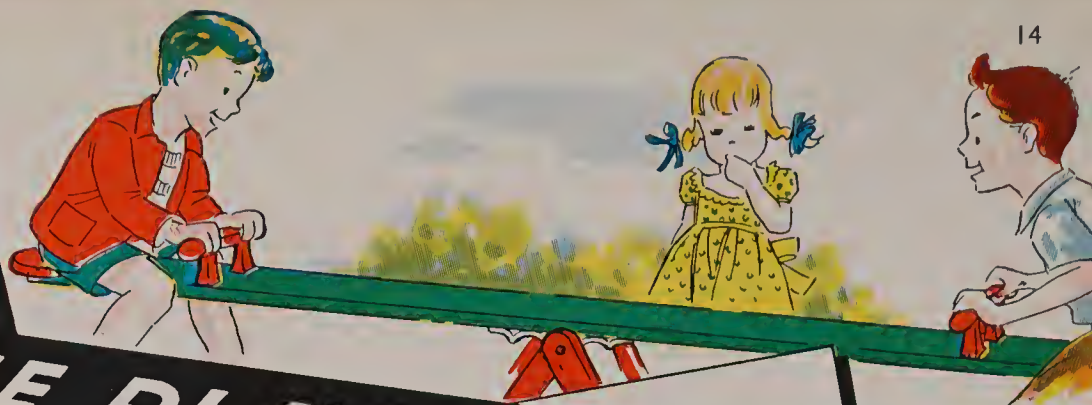
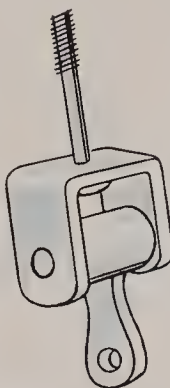


FULL-BOLTED CORNER BRACING

Every MERRIPLAY Gym is a veritable "bridge of strength." The strong, solid frame is double-braced at the corners, full-bolted throughout for absolute rigidity, safety and durability. Only Goshen offers this extra safety margin!

NOISELESS BEARINGS

There's smoother swinging-ease in greater safety on the extra-heavy, die-cast MERRIPLAY Noiseless Bearings. Safe-tested to 3,500 lbs., is there any doubt they can't take it? Of course not — they are Goshen!



Heading the long and attention-compelling parade of MERRIPLAY exclusive models for 1951 is the sensational "Rocket-Ride" — an all-new concept of flying thrills; and colorful, so-new Juvenile Swings that are exact-scaled counterparts of "big folks" models. Then there are gyms of steel tubing, of wood — both old favorites and new fame-seekers; the Safe-Way molded plywood slide; and a host of other play makers—all in a new spring-summer scheme of Arbor Green and Yellow.

You'll see them in MERRIPLAY's 1951 offering of 24 smash hits, each an original model from Goshen, the company creative, not imitative. Good judgment dictates the original to be far superior to any substitute or imitation — that's why in 1951, as in years past, more people will demand MERRIPLAY than any other home play equipment.

LAWN

Swings

For 1951, Goshen "lifts" the *MERRIPLAY* Juvenile Swings into a quality class only dreamed-of before. The all-new models are play-full items, styled along the graceful lines of the ever-popular Zephyr adult lawn swing. There are so many new features — form-fit seats and backs of Goshen-oire design; rigid full-bolted construction; split-proof steel forks with the floorboards riding on wear-forever alloy bearings (see detail). Oldsters will see the difference, youngsters will feel the difference and your sales will tell the difference — in the brand-new *MERRIPLAY* exclusive Juveniles.



MODEL No. 151 SWING & No. 158 CANOPY

THE JUVENILE "4"

The roomy four-passenger model is especially appealing to the family with several children. Kiddies everywhere will try to "wear the life out of them" — they can't! *MERRIPLAY* Juvenile Swings will take all the punishment that little brothers and sisters can give. And, there's a cheery, candy-striped canopy matching the eye-catching colors of weather-resistant enamels.

The Juvenile "4"

Ground Space, 3' 6" x 5' 4"; Height, 4' 8";
Width of Seat, 24"; Shipping Weight, 45 lbs.

The Canopy

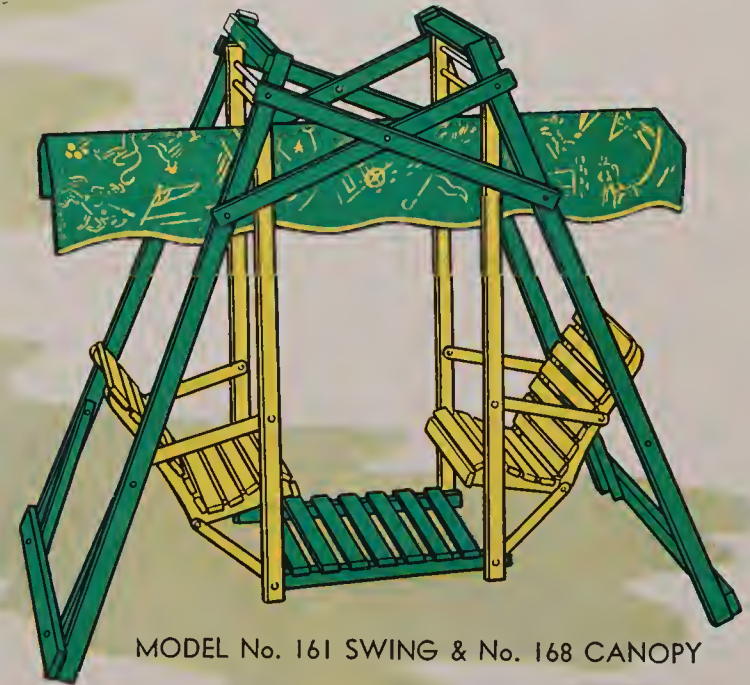
Size Overall, 46" x 24"; Shipping Weight, 4 lbs.

The Juvenile "2"

Ground Space, 2' 9" x 4' 6"; Height, 3' 8";
Width of Seat, 14"; Shipping Weight, 30 lbs.

The Canopy

Size overall, 45" x 14"; Shipping Weight, 3 lbs.

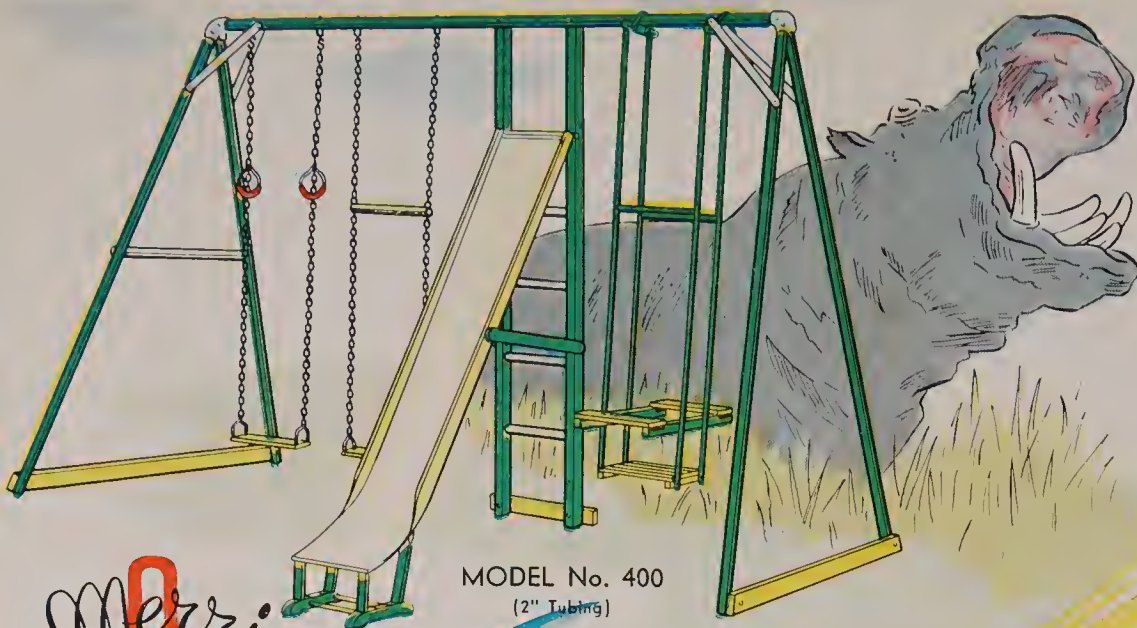


MODEL No. 161 SWING & No. 168 CANOPY

THE JUVENILE "2"

Lower and more compact, with a gay circus-sketch canopy, the *MERRIPLAY* "2" is just the swing for the smaller fry. It looks right, it feels good to the wee toddlers who, 'tis often said, "live in a world of giants." Here is truly a swing "tailored for the child."

HOME PLAY EQUIPMENT



**Merri
PLAYS**

MODEL No. 400
(2" Tubing)

THE Hippo GYM

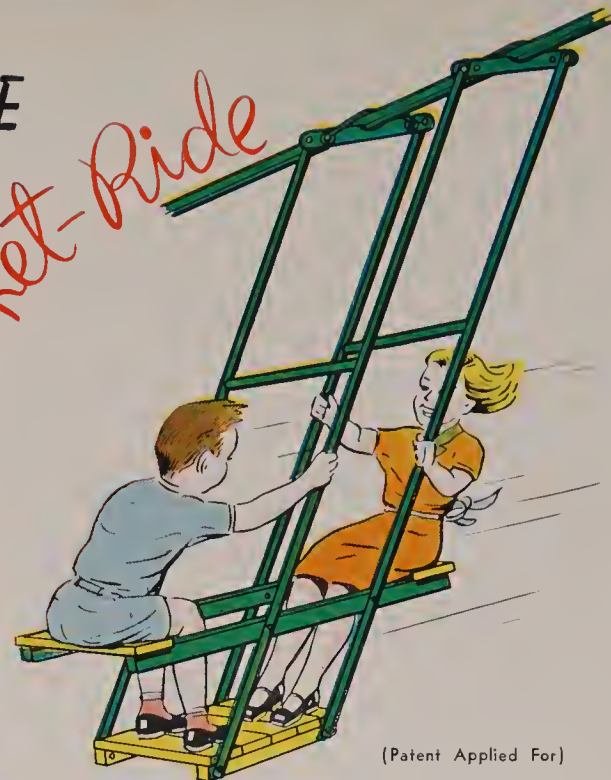
1. Safety Non-Tilt Swing
2. Safety Non-Tilt Swing
3. Rocket-Ride
4. Vulcan-Grip Flying Rings
5. Trapeze Bar
6. Horizontal Bar
7. Upright Ladder
8. 8-ft. Slide

Enormously proportioned for the wide-open spaces, heavily fun-laden for a whole neighborhood of thrill-seeking youngsters, the Hippo Gym for 1951 sets a new standard in gym set offerings. Introducing MERRIPLAY's new Rocket-Ride, the Hippo Gym adds a variety of supporting play features for an all-star presentation never before attempted in the home play field. There's nothing like it anywhere—for Goshen, and only Goshen has the background, the facilities, the foresight to give such a multi-threat to all comers! Strong and safe, thrilling and all-pleasing—the Hippo Gym is especially suited for the private schools, country clubs and up-and-coming families whose kiddies' play-life, extending over a long period of years, demand "something big."

SPECIFICATIONS

Ground Space, 12' x 8' 6"; Height, 7' 3"; Shipping Weight, 150 lbs.

THE Rocket-Ride



(Patent Applied For)

What's new for 1951? It's the MERRIPLAY Rocket-Ride! Purposely delaying the addition of a "ride" until it was MERRIPLAY in every particular — safety, fun-appealing, exclusive — Goshen now brings to its unmatched offering of gyms not "just another ride" but a true MERRIPLAY exclusive.

No detail was overlooked in the developing-testing stages to provide all the fun possible for the youngsters, in absolute safety. The Rocket-Ride travels on die-cast bearings (proven in the use of millions on the famous Rok-O-Gliders), rides on alloy bushings — safe, positive action-protection by Goshen. The kiddies ride *in* the Rocket-Ride, not *on* it; little heads (and shoulders too) fit inside the hangers, not dodging from side to side to avoid getting "one on the nose." And for more play thrills there's a sturdy footboard for "lawn-swing pumping," a double-trapeze up above too.

Indescribable in play potential, the Rocket-Ride sells itself on sight, in action. See it now — you'll learn why the MERRIPLAY Rocket-Ride is set to win "top billing" on every successful selling program.

THE Rhino GYM

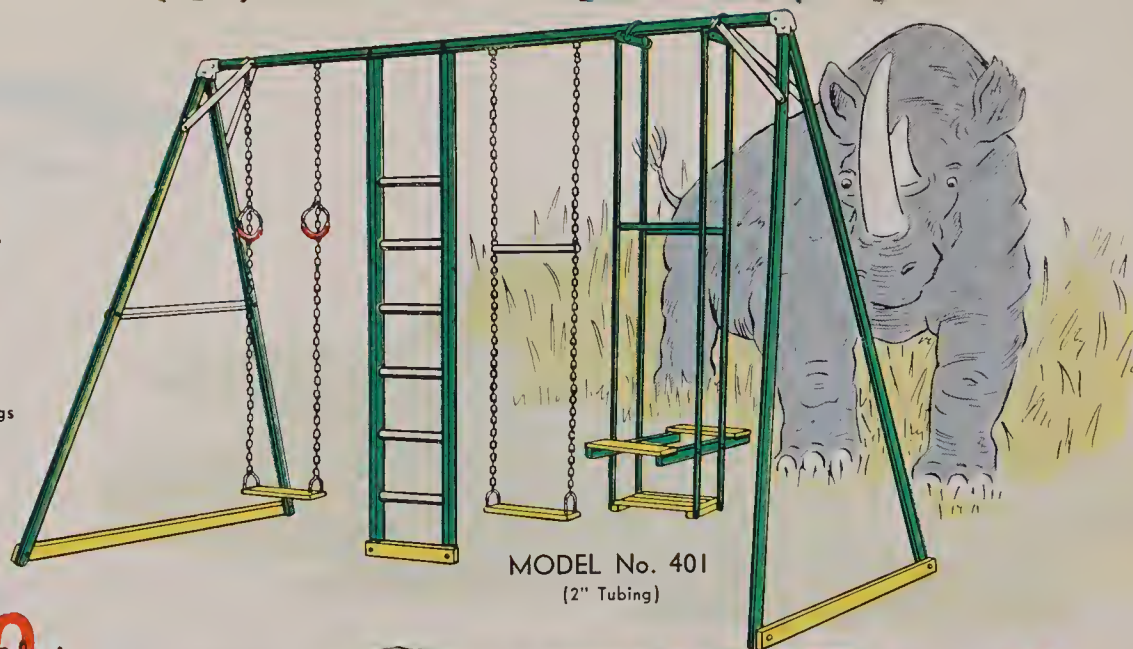
Like all MERRIPLAY "2-inchers" the Rhino Gym has every big-size, super-safe feature of these behemoth models — chains are heavier and stronger the ladder is stouter and longer; flying rings are bigger and heftier; and the bracing is more rigid and solid than ever offered. Big and tough, gleaming and colorful, the Rhino Gym is built to "take it"!

SPECIFICATIONS

Ground Space, 12' x 7'; Height, 8';
Shipping Weight, 120 lbs.

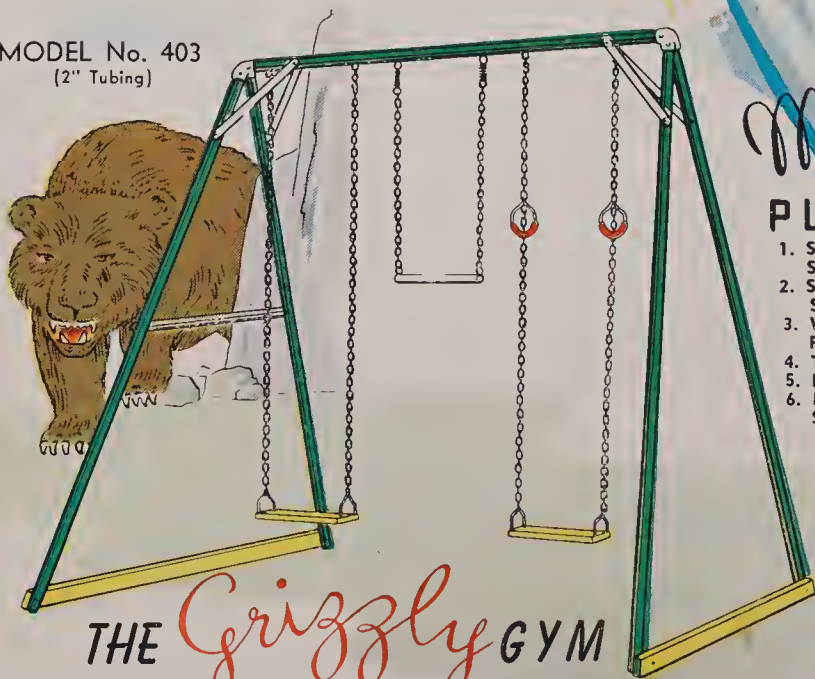
MERRIPLAYS

1. Safety Non-Tilt Swing
2. Safety Non-Tilt Swing
3. Rocket Ride
4. Vulcan-Grip Flying Rings
5. Tropeze Bor
6. Horizontal Bor
7. Upright Ladder



MODEL No. 401
(2" Tubing)

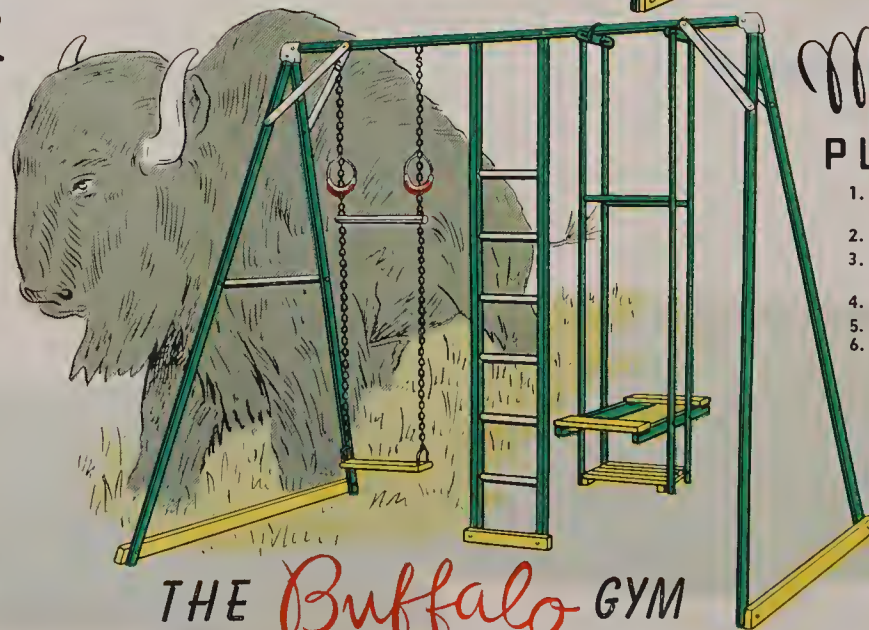
MODEL No. 403
(2" Tubing)



THE Grizzly GYM

MERRIPLAYS

1. Safety Non-Tilt Swing
2. Safety Non-Tilt Swing
3. Vulcan-Grip Flying Rings
4. Tropeze Bor
5. Horizontal Bor
6. Exercising Springs



THE Buffalo GYM

MERRIPLAYS

1. Safety Non-Tilt Swing
2. Rocket Ride
3. Vulcan-Grip Flying Rings
4. Tropeze Bor
5. Horizontal Bor
6. Upright Ladder

MODEL No. 402
(2" Tubing)

As American as its name, the new Grizzly Gym is a rugged competitor in the battle for "quality at a price." The commodious selective plays and superior strength factors of this MERRIPLAY gym pack a terrific sales punch—big enough in quality features to lead the field, small enough in price for successful promotions.

SPECIFICATIONS

Ground Space, 10' x 7'; Height, 8'; Shipping Weight, 90 lbs.

New, too, is the MERRIPLAY Buffalo Gym — deliberately designed chock-full of fun and play appeal in a compact unit for smaller play areas where space is at a premium. Again, as in years past, Goshen creative-ness brings a greater sales potential to that popular "middle" sales spot.

SPECIFICATIONS

Ground Space, 10' x 6' 8"; Height, 7' 3"; Shipping Weight, 100 lbs.

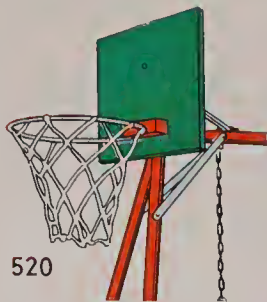
HOME PLAY EQUIPMENT

THE

GOAL

Basket-Ball

MODEL No. 520



Sized for the smaller folks, the "sharp-shooters" of tomorrow, the popular Basketball Goal is now designed to fit all MERRIPLAY Steel Gyms — a MERRIPLAY exclusive featuring America's No. 1 sport thrill. Show it with every MERRIPLAY Gym — you'll sell it that way too! The Basketball Goal means greater unit-sales dollars to the forward-looking dealer who capitalizes to the fullest on those "extras" that only Goshen gives.

SPECIFICATIONS

Backboard, 19" x 24"; Individually packed, six to master carton; Shipping Weight, 45 lbs. per half-dozen.

MODEL No. 500
(1½" Tubing)Merr
PLAYS

THE Lion GYM

1. Safety Nan-Tilt Swing
2. Safety Nan-Tilt Swing
3. Vulcan-Grip Flying Rings
4. Trapeze Bar
5. Horizontal Bar
6. Upright Ladder
7. Teeter-Tatter
8. 8-ft. Slide

Big and capable, clean and polished, the Lion Gym is traditionally full in every measure of Goshen quality, safety, exclusive features and play appeal. Swinging, sliding, climbing, teeter-tottering — the eight MERRI-plays give a variety of different stunts for all the kiddies, from "little tots to big shots." Royally serving the youngsters for fun, parents for safety assurance and dealers for overall acceptance, the Lion Gym has everything — it's a whole playground of fun in one compact unit.

SPECIFICATIONS

Ground Space, 11' 6" x 11'; Height, 7'; Shipping Weight, 120 lbs.



Merri PLAYS

1. Safety Non-Tilt Swing
2. Safety Non-Tilt Swing
3. Vulcan-Grip Flying Rings
4. Tropeze Bar
5. Tropeze Bar
6. Horizontal Bar
7. Upright Lodder
8. Teeter-Totter

THE *Tiger* GYM

Long recognized as the finest gym, the best value in the "popular" field, the new Tiger Gym is bigger and better than ever. For 1951, there are "four lines of play" on the wider, solidly-safe frame of new 1½" welded steel tubing — full-bolted and corner-braced in the MERRIPLAY exclusive construction. Again, as in years past, the Tiger Gym will be the choice of thousands — time-tested by successful dealers, by pleased customers everywhere.

SPECIFICATIONS

Ground Space, 10' 6" x 6'; Height, 7'; Shipping Weight, 100 lbs.



Merri PLAYS

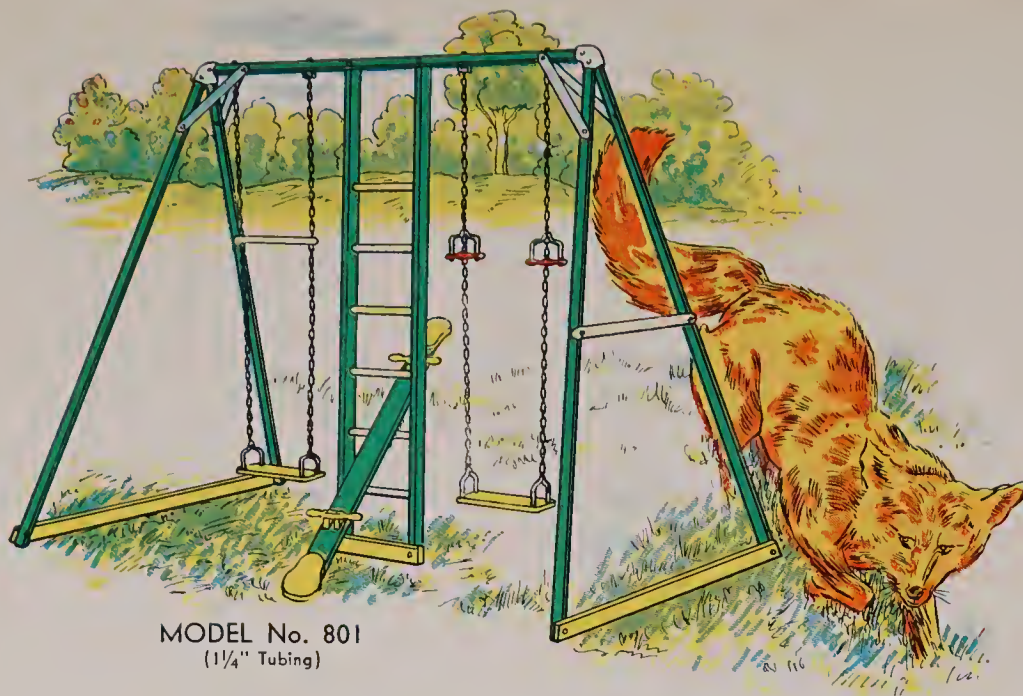
1. Safety Non-Tilt Swing
2. Safety Non-Tilt Swing
3. Vulcan-Grip Flying Rings
4. Tropeze Bar
5. Horizontal Bar
6. Climbing-Sliding Pole
7. Teeter-Totter

THE *Panther* GYM

The Panther Gym, sleek aristocrat of MERRIPLAY Steel Gyms, features the smooth wood Climbing-Sliding Pole (no "sun-hot" hand burning) and the outside Teeter-totter along with other safe MERRIPLAYS — seven in all — to make it a natural for that all-important "in-between" spot. Solidly strong, pleasantly safe, the rich, lustrous hues of Goshen's exclusive Arbor Green and Yellow weather-resisting enamels protect, and give outer evidence of, the inner worth of the Panther Gym.

SPECIFICATIONS

Ground Space, 10' x 6' 6"; Height, 7'; Shipping Weights:
Model No. 502, 85 bs.; Model No. 502-T, 71 lbs.



MODEL No. 801
(1 1/4" Tubing)

Merri
PLAYS

1. Safety Non-Tilt Swing
2. Safety Non-Tilt Swing
3. Form-Fit Hand Grips
4. Trapeze Bar
5. Horizontal Bar
6. Upright Ladder
7. Teeter-Totter

THE Fox GYM

Like every MERRIPLAY model, these "Little Steel" numbers are strong enough to hold an elephant, yet trim and neat, they're "tailored for the child"! Patterned for safety, long-life and fun appeal on simple lines that stem from good basic design, the sly old Fox heads this offering of value-packed, budget-fitting gyms. There's a definite spot for the Fox Gym — another MERRIPLAY sales-proven exclusive — in your 1951 sales plan.

SPECIFICATIONS

Ground Space, 9'3" x 6'; Height, 6'6"; Shipping Weight, 70 lbs.



MODEL No. 802
(1 1/4" Tubing)

Merri
PLAYS

1. Safety Non-Tilt Swing
2. Safety Non-Tilt Swing
3. Form-Fit Hand Grips
4. Trapeze Bar
5. Horizontal Bar
6. Outside Ladder

THE Squirrel GYM

Still another exclusive model in the MERRIPLAY offering is the Squirrel Gym, play-enticing and merit-full to make 1951 dollars "buy big." The six MERRI-plays, with a real, honest-to-goodness ladder "outside," highlights the fun that's waiting for the active youngsters, the pleasure in store for parents who'll learn how little it costs to get so much, and the satisfaction that comes to the aggressive dealer by his successful promotion of the Squirrel Gym—a class market item for mass-market selling!

SPECIFICATIONS

Ground Space, 8' x 5'6"; Height, 6'6"; Shipping Weight, 60 lbs.

THE Jumbo GYM

The all-time champion — the MERRIPLAY Jumbo Gym — again with the famous PUL-O-Swing. It's a mountain of strength through application of Goshen's BLUE RIBBON ladder construction. Big in size, bigger in play appeal (especially with the Basketball Assembly), biggest in value — it's huge by every reckoning. Try to match it, to compare it — with what? It's another MERRIPLAY exclusive, it cannot be duplicated elsewhere!

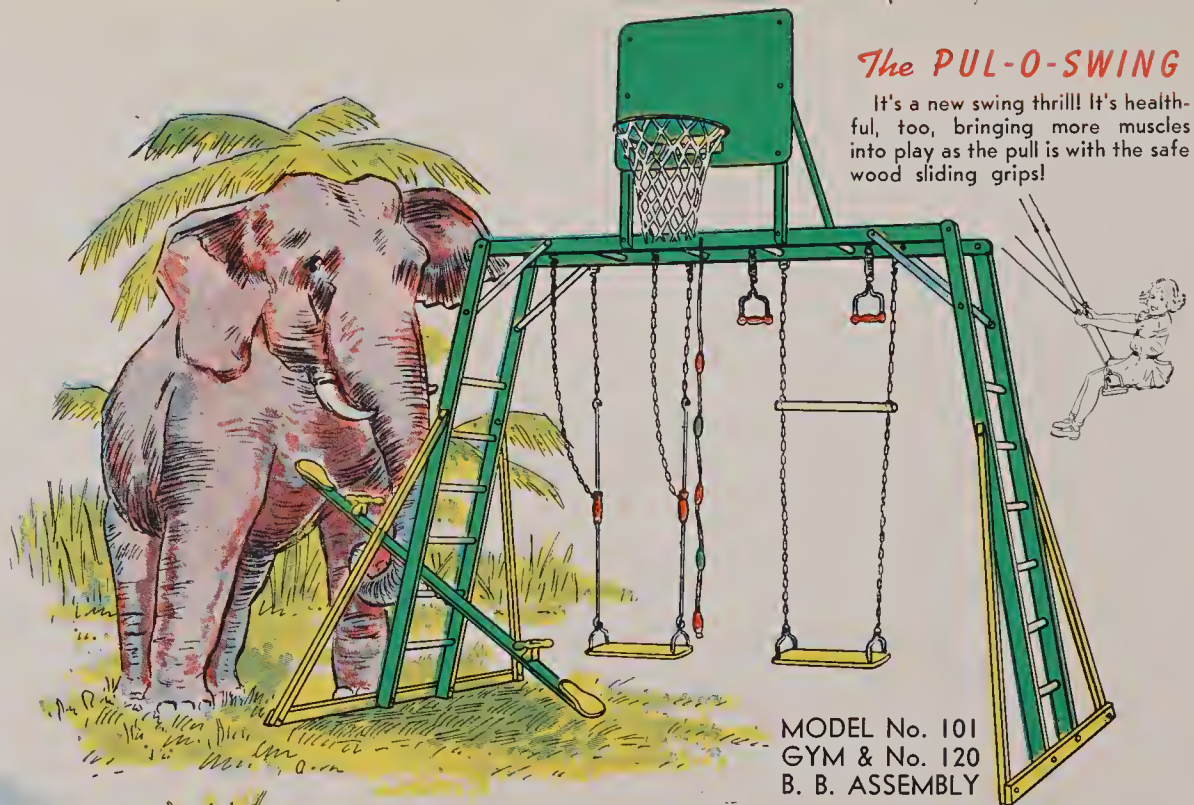
SPECIFICATIONS

Ground Space, 9' 6"x7'; Upright Ladders, 7'; Top Ladder, 7'; Height overall with Basketball, 9' 6"; Ship. Wts.: No. 101, 80 lbs.; No. 101-T, 70 lbs.; No. 120, 20 lbs.

1. PUL-O-Swing
2. Safety Non-Tilt Swing
3. Vulcon-Grip Flying Rings
4. Tropeze Bar
5. Upright Ladder

**Merri
PLAYS**

6. Upright Ladder
7. Horizontal Ladder
8. Exercising Springs
9. Climbing Rope
10. Teeter-Totter



The PUL-O-SWING

It's a new swing thrill! It's healthful, too, bringing more muscles into play as the pull is with the safe wood sliding grips!

MODEL No. 101
GYM & No. 120
B. B. ASSEMBLY



MODEL No. 104

**Merri
PLAYS**

1. Safety Non-Tilt Swing
2. Safety Non-Tilt Swing
3. Vulcon-Grip Flying Rings
4. Tropeze Bar
5. Outside Ladder
6. Horizontal Bar
7. Teeter Totter

THE Monkey GYM

The Monkey Gym features a real-for-sure outside ladder, a solidly based outside Teeter — it's a MERRIPLAY exclusive that's more fun than a bushel of coconuts! Kiddies play together and share things as they scamper on-and-around the Monkey Gym — there's room for a "cageful" of gibbering fun-seekers on its safely-separated plays. Parents, concerned about the children's welfare and safety, hail these extra safe-play benefits. Goshen-made, the Monkey Gym makes certain complete dealer satisfaction — MERRIPLAY Products sell, and stay sold!

SPECIFICATIONS

Ground Space, 10' x 6' 6"; Height, 6' 10"; Shipping Weights: No. 104, 70 lbs.; No. 104-T, 56 lbs.

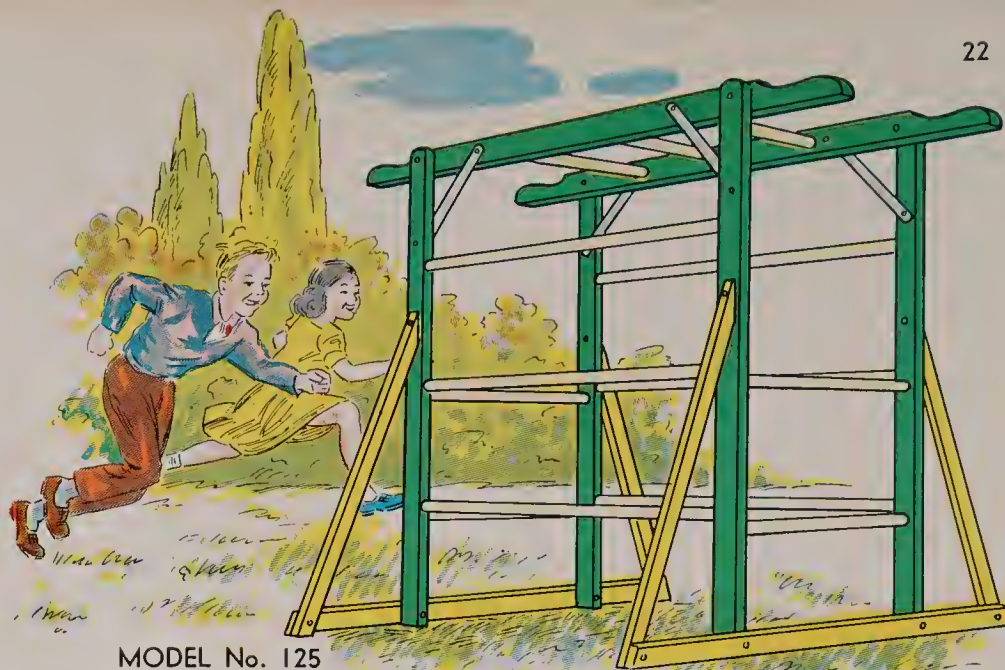
HOME PLAY EQUIPMENT

THE Exerciser

There's magic in the *MERRIPLAY* Exerciser, the greatest climbing play item for kiddies since the first tree. The flair of Goshen creative genius seems imparted to the fledgling acrobats as their active imaginations improvise countless stunts to multiply the thrill of the play hours. A sense of tranquility steals over the parents as they watch the kiddies gain confidence in their play, safe on the rock-like sturdiness of this exclusive model. And the dealers, whose sales attest to its popularity, have the contented feeling of good fortune that comes from the drawing power of this *MERRIPLAY* exclusive. Indoor, outdoor — every day is the time; play yard, "rec" room, kindergarten — everywhere is the place for a *MERRIPLAY* Exerciser from your sales floor.

SPECIFICATIONS

Ground Space, 6' x 4'; Height, 4'; Shipping Weight, 50 lbs.



MODEL No. 125

THE Safeway SLIDES

There's fun galore on the *MERRIPLAY* Safeway Slide — the zippiest "chute" ever for the kiddies, the sellingest slide of all time for the dealers. The ladder (of famed *BLUE RIBBON* standards) is set at a 62° angle to compel safe ascent — with the body leaning forward and little hands grasping the exclusively-designed hand rails. At the top, the overhead safety bar encourages a speedy but safe descent — feet first.

But the big news is in the maple bedway! The principle of molded plywood, developed originally for aircraft construction, has been applied to this *MERRIPLAY* exclusive model. Eliminating the "hot seat" of metal bottoms and the "splintering" of ordinary wood slides, here's the world's finest slide — of molded plywood. There's nothing like it, nor has there ever been, on the home play equipment market!

SPECIFICATIONS

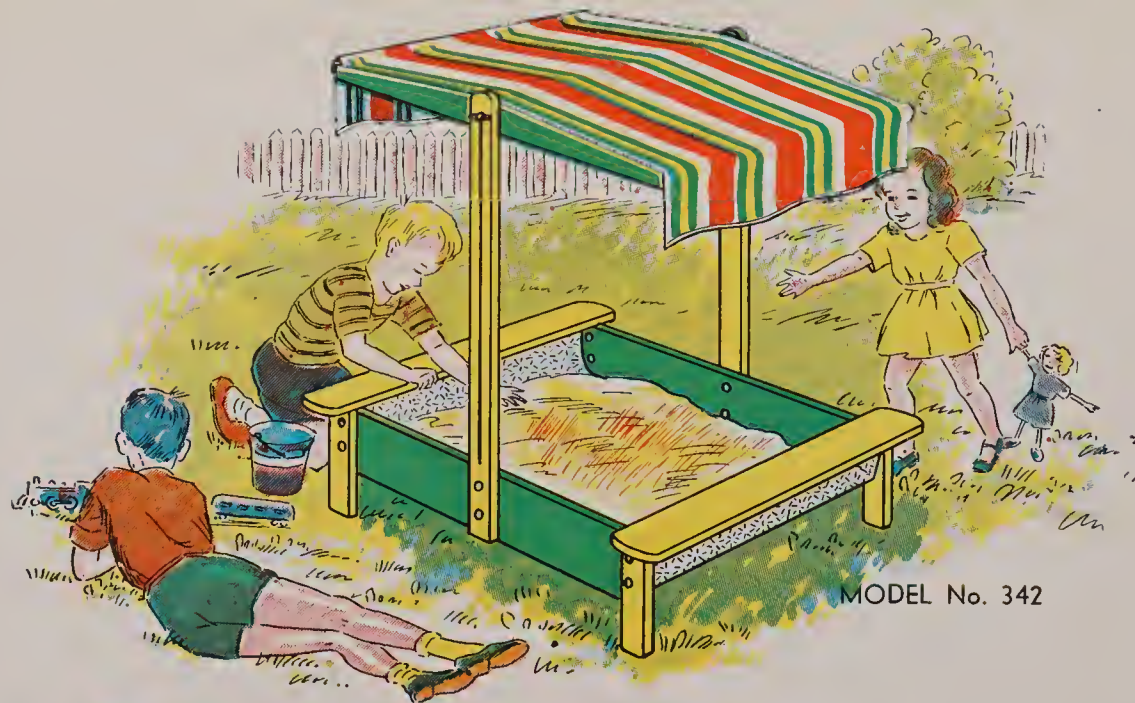
THE 8-FT.
Ground Space, 5' x 9';
Platform Height, 4' 6";
Height Overall, 7';
Shipping Weight, 50 lbs.

THE 10-FT.
Ground Space, 5' x 11';
Platform Height, 5' 5";
Height Overall, 8';
Shipping Weight, 58 lbs.

THE 12-FT.
Ground Space, 5' x 13';
Platform Height, 6' 4";
Height Overall, 9';
Shipping Weight, 66 lbs.



MODEL No. 212



MODEL No. 342

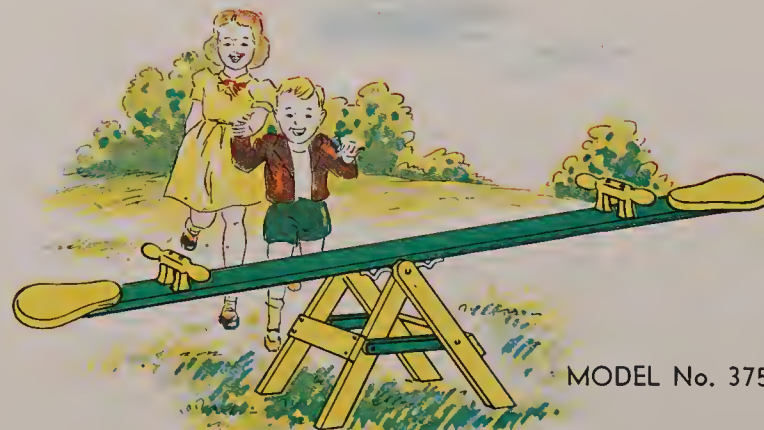
THE Sand-Box

The MERRIPLAY Sand-Box is the acknowledged quality leader in a highly competitive field, yet full of budget appeal that keeps it "on top" in customer preference. Carefully selected wood parts are smoothly rounded; the prime metal bottom, galvanized for rust-resistance, is mortised into the sides—a stronger, leak-proof construction—first introduced by MERRIPLAY. And, to top it off, there's an adjustable canopy in gay, sparkling colors. Bigger and better, the MERRIPLAY Sand-Box is the one for '51!

SPECIFICATIONS

Ground Space, 36" x 42"; Height Overall, 45"; Depth of Box, 5 1/2"; Height of Seat, 12"; Shipping Weight, 35 lbs.

THE Teeter Totter



MODEL No. 375

The MERRIPLAY Teeter-Totter is solidly safe, smooth in movement and controlled for balance. The extra-flare of the reinforced base is as solid as a rock; the heavy, one-piece beam is adjustable to three positions for perfect balance; the youngsters ride the saddle seats holding the "elevator" form-fit grips (another MERRIPLAY exclusive) in a "just-rite" safe position. It's a sure-fire repeater, as every Goshen dealer knows.

SPECIFICATIONS

Ground Space, 15" x 74"; Length of Board, 74"; Height of Stand 18"; Shipping Weight, 15 lbs.

THE Swing Set

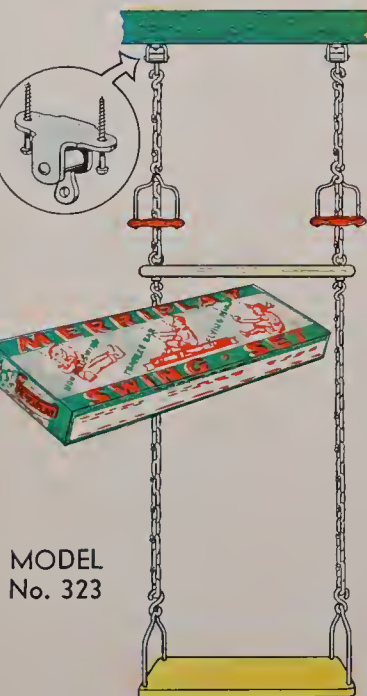
The three most-popular plays featured in the MERRIPLAY Swing Set are enhanced by the addition of the exclusive Noiseless Bearings — safer, by eliminating chain wear; peppier, through greater swinging-ease. Attach it anywhere—it's a gym set in miniature any child can own. Individually packed in a colorful carton, it's the year's promotion special for every-day, take-with sales.

SPECIFICATIONS

Shipping Weight, 50 lbs. per dozen in carton.

MERRIPLAYS

1. Safety Non-Tilt Swing
2. Form-Fit Hand Grips
3. Trapeze Bar



MODEL No. 323



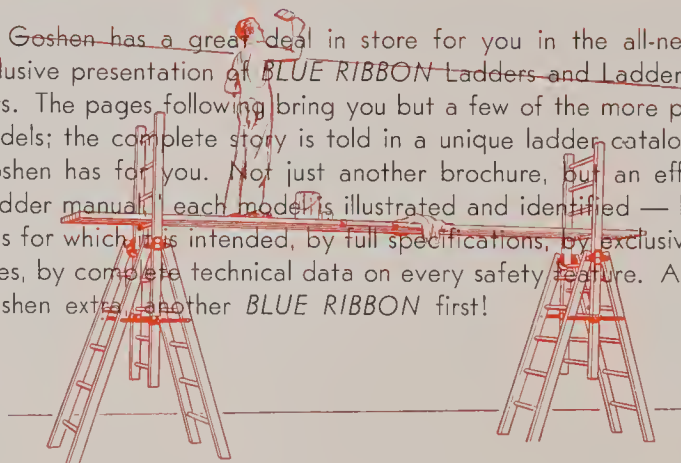
For 1951, Goshen brings you, in combination with its offering of GOSHEN Outdoor Furniture and MERRIPLAY Home Play Equipment, the first-time inclusion of its nationally-known *BLUE RIBBON* Ladders. Where else can you look for such a comprehensive source, a three-way supplier — to ease your purchasing chores, to bring you new products for greater sales results? There is no place else — for Goshen alone has the facilities, the know-how, the preferred lines to offer you.

Whether a long-time ladder buyer or a first-timer, for resale or for maintenance — there's a *BLUE RIBBON* model to fit your needs. Each of the many exclusive models provides special features — the answer to every climbing need; extra protection — vital for safety overhead; and proven appeal — the choice of millions of ladder users. That's why there's no chance to take a chance with *BLUE RIBBON*s!

BLUE RIBBON

AMERICA'S FINEST LADDERS

Goshen has a great deal in store for you in the all-new, all-inclusive presentation of *BLUE RIBBON* Ladders and Ladder Products. The pages following bring you but a few of the more popular models; the complete story is told in a unique ladder catalog that Goshen has for you. Not just another brochure, but an effective "ladder manual," each model is illustrated and identified — by the uses for which it is intended, by full specifications, by exclusive features, by complete technical data on every safety feature. Another Goshen extra — another *BLUE RIBBON* first!



ONLY Goshen OFFERS ALL THESE ADVANTAGES

Goshen SALES PLAN

Send today for your copy of the new *BLUE RIBBON* Ladder Manual. Keep it handy, use it as a sound guide to wise buying, for intelligent selling. You'll profit by, and your customers will thank you for, recommending — the right ladder for the job!

Goshen QUALITY

Goshen craftsmen, each an artist at his trade, work only in those materials that meet the most rigid standards of quality. Goshen tolerates no inferior substitutions, either in materials or workmanship — only the finest earns the *BLUE RIBBON* stamp of approval.

Goshen SAFETY

BLUE RIBBON Ladders and Ladder Products not only meet, they exceed specifications named in the American Safety Code For Wood Ladders, A-14.1. Full coverage and protection of Products Liability Insurance attest to their supreme safety — every user is insured against accidental injury arising from any defect in workmanship and/or material.

Goshen VALUE

The true value of a ladder is the cost per year — not the price per foot — plus freedom from expense and time lost through accidents. Naturally the initial cost may be pennies more, but over the years, your dollar buys more when it buys *BLUE RIBBON*s from Goshen.

Goshen ORIGINALITY

Each *BLUE RIBBON* model is a creation, not an imitation, born of a background rich in research, in the development and application of sound engineering principles for the ultimate in strength, safety and utility. See for yourself the many patented models, exclusive with Goshen — the home of just downright good products.

Goshen CONSUMER ACCEPTANCE

The recognition of Goshen quality and originality continues to spread. Each day adds to the ever-growing roster of progressive dealers who feature *BLUE RIBBON* — a name identifying America's Finest Ladders and Ladder Products since 1891.



The SINGLES AND EXTENSIONS

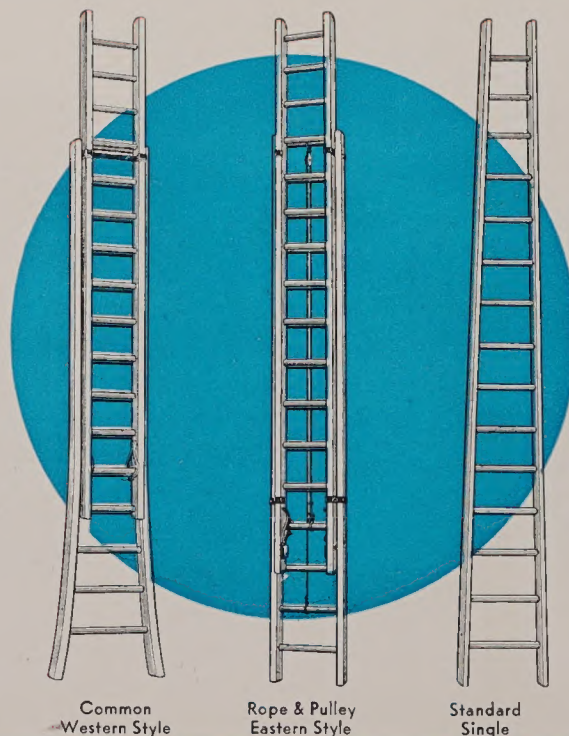
Old Reliable FOR 60 YEARS



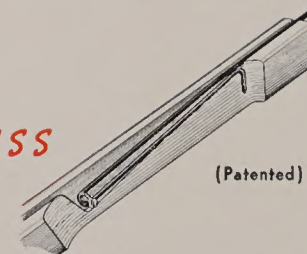
BLUE RIBBON Single and Extension Ladders have attained a degree of perfection unequalled in the ladder industry. 100% Vertical Grain Douglas Fir ladder-grade stock—universally recognized as the strongest wood, weight for weight, ever tested—is used exclusively in the side rails; rungs are clear, second-growth Hickory—the toughest of all American wood species; many exclusive features (see below) that only Goshen offers; and every ladder assembled under the proven **BLUE RIBBON** process — it's a program that adds up to the finest ladders ever made, the "sellingest" ladders for longer ladder-life and greater safety in use.

SPECIFICATIONS

	10'-14' Sections	16'-20' Sections
Side Rails	1 3/8" x 2 1/2"	1 3/8" x 2 3/4"
Diameter of Rungs	1 1/8"	1 1/8"
Approximate Weight	2 1/4 lbs. ft.	2 1/4 lbs. ft.



THE WIRE-TRUSS



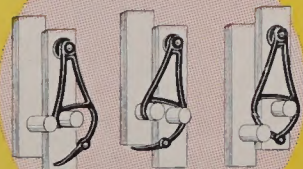
Over forty years ago, Goshen introduced the first WIRE-TRUSSED ladder in keeping with scientific developments, improvements have been continuous but the basic safety principle remains the same. Actual experience has proven that side rails are subject to greater stress than any other part of the ladder. WIRE-TRUSSING relieves that strain — the strength, flexibility and safety of the special-analysis, galvanized wire takes the load. Every ladder, with the super-safe **BLUE RIBBON** exclusive WIRE-TRUSSED feature, is carefully inspected and tested. That's why Goshen guarantees — they may bend, they will not break!

SPECIFICATIONS

	10'-14' Sections	16'-20' Sections
Side Rails	1 3/8" x 2 1/4"	1 3/8" x 2 1/2"
Diameter of Rungs	1 1/8"	1 1/8"
Approximate Weight	2 bs. ft.	2 1/2 lbs. ft.

EXCLUSIVE Blue Ribbon FEATURES

THE AUTOMATIC LOCK



Of certified malleable iron throughout, the special collared bearing of the **BLUE RIBBON** Lock assures easy yet positive operation regardless of atmospheric conditions. (Standard on Western Style Extensions.)

THE ROLLER GUIDE



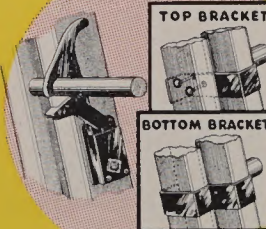
The heavy steel Roller Guide spans the entire width of the ladder; it houses the full-size roller-castings in an offset bend; it's double-riveted to the bottom section—it trusses, as it rolls, as it guides!

SEALED-IN RUNGS



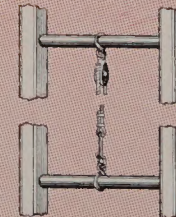
Tapered rung shoulders are sealed-in blind-bored side rails for a weather-tight fit. Straight-side ladders are bored at right angles, flared ladders at the scientifically correct angle—for perfect rung alignment.

SPRING LOCK and GUIDES



Safe-tested to a loading of 3,000 lbs. each, the pressure of the heavy flat spring assures positive engagement of the **BLUE RIBBON** Spring Lock regardless of position. (Standard on Eastern Style Extensions.)

ROPE and PULLEY



Faster, safer is this **BLUE RIBBON** exclusive feature. The ends of pure manila rope are metal-clamped, the full-size pulley is certified malleable and there's a plated snap-hook for more separating convenience.

BLUE RIBBON LADDERS



PLATFORM
(Patented)

Approved by
UNDERWRITERS' LABORATORIES, Inc.

The HERCULES

Modern in styling, bigger in its offering of newly-developed safety-plus features, more versatile in its adaptability for still broader use, the Hercules, long acclaimed as the standard of what a truly fine ladder should be, is destined for wider use in light industrial, store and office applications — as the very best household ladder anywhere.

SPECIFICATIONS

Risers	25 ³² / ₃₂ " x 2 ⁵ / ₈ "
Back Legs	25 ³² / ₃₂ " x 1 ³ / ₄ "
Steps	25 ³² / ₃₂ " x 4 ¹ / ₂ "
Top	25 ³² / ₃₂ " x 7 ⁷ / ₈ "
Tie Beams	25 ³² / ₃₂ " x 2 ⁵ / ₈ "
Approximate Weight	3 ¹ / ₂ lbs. ft.



HERCULES
(Patented)

In 4, 5, 6, 8, 10 and 12 feet.

The PLATFORM

Featuring floor-like footing for high-level needs, there's maximum safety—through quality materials, expert workmanship, generous proportions and sound engineering principles — in this *BLUE RIBBON* exclusive model, the recognized leader in the "safety ladder" field.

SPECIFICATIONS

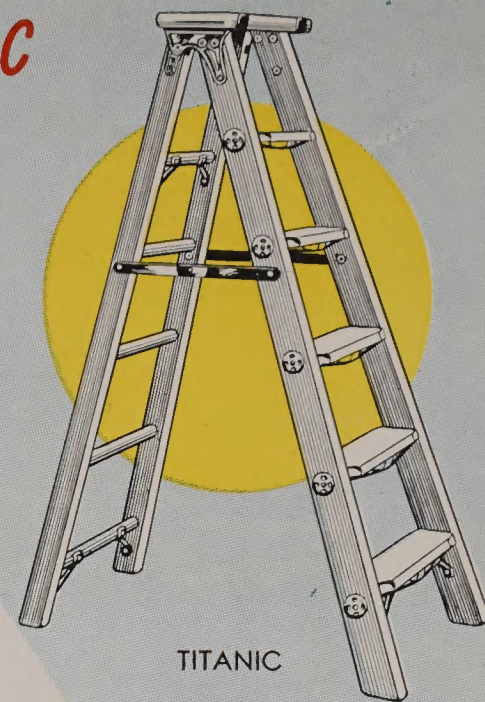
Model No.	Platform Height	Height Overall	Front Risers	Back Legs	Shipping Weights
3	2' 10"	5' 7"	2 ⁵ / ₈ "	2"	29 lbs.
4	3' 9"	6' 7"	2 ⁵ / ₈ "	2"	33 lbs.
5	4' 8"	7' 7"	2 ⁵ / ₈ "	2"	36 lbs.
6	5' 7"	8' 7"	2 ⁵ / ₈ "	2"	43 lbs.
7	6' 6"	9' 7"	3 ¹ / ₂ "	2 ¹ / ₄ "	56 lbs.
8	7' 9"	10' 7"	3 ¹ / ₄ "	2 ¹ / ₄ "	60 lbs.
10	9' 5"	12' 7"	3 ¹ / ₄ "	2 ¹ / ₂ "	73 lbs.
12	11' 3"	14' 7"	3 ¹ / ₄ "	2 ¹ / ₂ "	85 lbs.

The TITANIC

Never before has so much strength, so much ruggedness, so much safety been deliberately built-in a step ladder. The Titanic, designed especially for use where a ladder must safely support excessive loads, offers more protection — through extra-generous material dimensions, through exclusive *BLUE RIBBON* features — than any other ladder on the market.

SPECIFICATIONS

Risers	1 ³ / ₄ " x 2 ¹ / ₂ "
Back Legs	1 ³ / ₈ " x 1 ¹ / ₂ "
Steps	2 ⁵ / ₃₂ " x 3 ⁵ / ₈ "
Top	1 ¹ / ₆ " x 7"
Diameter of Rungs	1 ¹ / ₂ "
Approximate Weight	4 ¹ / ₂ lbs. ft.



TITANIC

In 3, 4, 5, 6, 7, 8, 10, 12 and 14 feet



The FAULTLESS

Designed to meet the average household ladder needs at a modest-budget cost, the Faultless is positive proof that the dollar buys more when it buys from Goshen. Every single element of strength and safety is deliberately built-in the Faultless Ladder without sacrifice of quality at the altar of price — it's a *BLUE RIBBON* product through and through.

SPECIFICATIONS

Risers	25 ³² / ₃₂ " x 2 ⁵ / ₈ "
Back Legs	25 ³² / ₃₂ " x 1 ³ / ₄ "
Steps	25 ³² / ₃₂ " x 3 ⁵ / ₈ "
Top	25 ³² / ₃₂ " x 6"
Approximate Weight	2 ³ / ₄ lbs. ft.



FAULTLESS

In 3, 4, 5, 6, 7 and 8 feet.

The UTILITY STEP-EXTENSION

For all-round adaptability, the Utility Step Extension Ladder represents one of the most outstanding value models in the **BLUE RIBBON** Line — five ladders all in one, at the cost of one!

Originally developed by Goshen at the specific request of one of the country's largest utilities, the sound principle of this ingenious ladder has won for it a constantly increasing use in stores as a maintenance necessity, by householders as an all-purpose convenience. Easily handled, instantly adjustable to almost any climbing need, rigidly positive and safe when set to use, there's a "spot" everywhere for this **BLUE RIBBON** exclusive!

Plan your promotions on a quality item that's new, that's exclusive—not just another mine-run, every-store number. The Utility Step-Extension Ladder satisfyingly fills these requirements for successful selling, time-tested by progressive merchandisers, by pleased users everywhere. It's a sure-fire repeater, — as every **BLUE RIBBON** dealer knows.

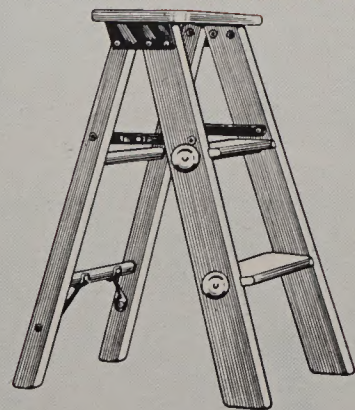
SPECIFICATIONS

Top Section Rails	1 $\frac{1}{8}$ " x 2 $\frac{3}{8}$ "	Base Section Rails	1 $\frac{1}{8}$ " x 2 $\frac{3}{8}$ "
Steps	2 $\frac{3}{32}$ " x 3"	Diameter of Rungs	1 $\frac{1}{8}$ "
Top	2 $\frac{3}{32}$ " x 4 $\frac{1}{2}$ "	Approximate Weight ..	4 $\frac{1}{4}$ lbs. ft.



In 6, 7, 8 and 10 feet (step ladder sizes).

The DELUXE

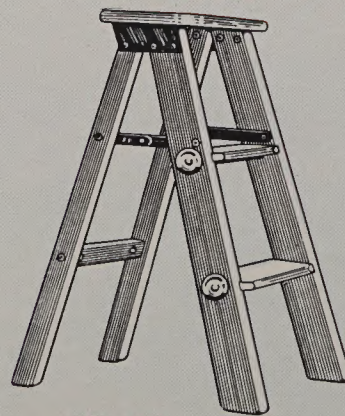


The DeLuxe Step Stool is a bolted and braced platform of super-strength and safety. It looks big and strong — it is! It looks like it will last a lifetime — it will! Strong enough for office and stock-room use, yet light and handy to make house-wife chores easier, it's the outstanding stool on the market for convenience, for value.

SPECIFICATIONS

Risers	2 $\frac{3}{32}$ " x 2 $\frac{3}{8}$ "
Back Legs	2 $\frac{3}{32}$ " x 1 $\frac{1}{8}$ "
Steps	2 $\frac{3}{32}$ " x 3 $\frac{1}{4}$ "
Top	2 $\frac{3}{32}$ " x 7" x 12"
Approximate Weight	6 lbs.

The KAY-DEE



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A step stool in a carton hardly larger than a loaf of bread? Yes, it's the new **BLUE RIBBON** Kay-Dee, knocked-down for compactness and convenience—to store and display, for take-with selling; proven to be a real-for-sure traffic promotion special.

Its uses are countless, its assembly is fascinating! Display one "set-up" against an eye-catching background of colorful cartons. Include the Kay-Dee with your Goshen order; you sell the home, sell the K-D — it means extra sales for you!

SPECIFICATIONS

Detail sizes same as DeLuxe Stool; Individual carton, 26" x 6" x 2 $\frac{1}{4}$ "; Shipping Wgt., 60 lbs. per carton of 10 to master shipper.



BLUE RIBBON LADDERS



THE GOSHEN MANUFACTURING CO., GOSHEN, INDIANA

S A L E S O F F I C E S A N D D I S P L A Y S

NEW YORK
230 Fifth Avenue

CHICAGO
American Furniture Mart

HIGH POINT
Southern Furniture Mart

SAN FRANCISCO
Western Merchandise Mart

S A L E S R E P R E S E N T A T I V E S

ATLANTA

DETROIT

INDIANAPOLIS

ST. LOUIS

SEATTLE